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MOTION PICTURE

EXHIBITOR

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AUGUST 4, 1954 NEW YORK STATE EDITION

IN TWO SECTIONS • THIS IS SECTION ONE



20th-Fox Speeds One-Track Delivery

(page 9)

Not Just A Lucky "Seven"

(editorial)

AND FEATURING: STUDIO SURVEY

← For the sixth year, MOTION PICTURE EXHIBITOR announces recipients of the INTERNATIONAL LAUREL AWARDS, as voted by theatremen all over the world.



THE BEST "LAUREL AWARD" OF THEM ALL

In this issue of Motion Picture Exhibitor M-G-M wins many honors among stars, productions, directors, producers — but dearest to Leo the Lion and his M-G-M associates from Coast to Coast is the TOP Laurel Award which he has won FOR SIX STRAIGHT YEARS. We thank our friendly exhibitors from the bottom of our hearts for this great tribute:

**M-G-M HAS BEEN VOTED AGAIN
THE COMPANY THAT GIVES YOU THE
FAIREST TREATMENT!**



THE INTERNATIONAL LAUREL AWARDS

HIGHLIGHTING this issue of MOTION PICTURE EXHIBITOR is the section devoted to the sixth annual INTERNATIONAL LAUREL AWARDS emphasizing the selections of bookers and buyers of the United States, Canada, and some overseas areas through their ballots.

At the same time, a new division in the balloting has been created, to appear every five years. This allows those voting to select the leaders in various departments for a five-year period.

A year ago, there was considerable agitation in Hollywood as to the probable effect of 3-D, wide-screens, and CinemaScope, so it is interesting to note that in the selections by the bookers and the buyers, the winners, as far as features are concerned, depended more on story content and general entertainment values than anything which might have been developed in the technical division.

As always, the customers keep asking how good the picture is, and they are paying their money at the box-office on that basis.

The same customers are accepting technical improvements, but entertainment values, as many predicted, are the keys to popular acceptance.

The sixth INTERNATIONAL LAUREL AWARDS, as always, demonstrate the abilities of the people who make and play in the pictures.

Their average still keeps on a high plain, and it is to their credit that they meet every challenge with ability and courage.

Nothing takes the place of quality, and we hope that this will always be the case.

So then, turn now to the section devoted to the balloting.

It is well worth plenty of time and attention.

PROGRESS IN NEW YORK CITY

THE EXHIBITORS in New York City campaigning against the five per cent admissions tax are to be commended on the progress they are making in their current fight.

The recent ruling by Judge Pette setting Sept. 13 as the date for a hearing to determine whether a permanent injunction should be issued restraining the city

from collecting in excess of five per cent on certain admissions speaks well for those who have been directing the battle against this unfair levy.

This proves that in matters of this kind a continuing battle is necessary.

It would be well for theatremen in all parts of the country to watch the progress of the developments in the metropolitan area.

With the need for revenue ever increasing, lawmakers in many cities are bound to look at possible admission taxes with a greedy eye, so it is to the advantage of the industry to be ready everywhere just in case anything should develop.

NOT JUST A LUCKY "SEVEN"

IN A SUMMER marked by some exceptional grosses of some pictures, the record breaking feat of MGM's "Seven Brides For Seven Brothers" at the Radio City Music Hall, New York City, must take its rightful place.

The film had the biggest opening day and weekday business in the 21½-year history of the theatre, topping by \$1000 the previous record held by MGM's "Ivanhoe" in 1952.

What is especially gratifying about the picture was the complete campaign, the results of which should be heartening to those responsible.

It is to be assumed that the same pattern exploitation-wise will be followed throughout the country, and, if as expected, the New York pace continues, this should be further evidence that it isn't always necessary to have a star-studded feature to get the business.

It also should prove encouraging to those at the MGM studio who had the courage to produce the film which is definitely off the beaten path.

CAUTIOUS POLICY

THE MOST CAUTIOUS booking of the week came from an eastern drive-in, where, on week days, "The Moon Is Blue" was the attraction, but on Sunday only "The Prince Of Peace" was booked. The open-airer then reverted to "The Moon Is Blue" as a matter of policy on Monday.

Jay Emanuel

THE BIGGEST OPENING IN OF THE ASTOR

MORNING!



NOON!

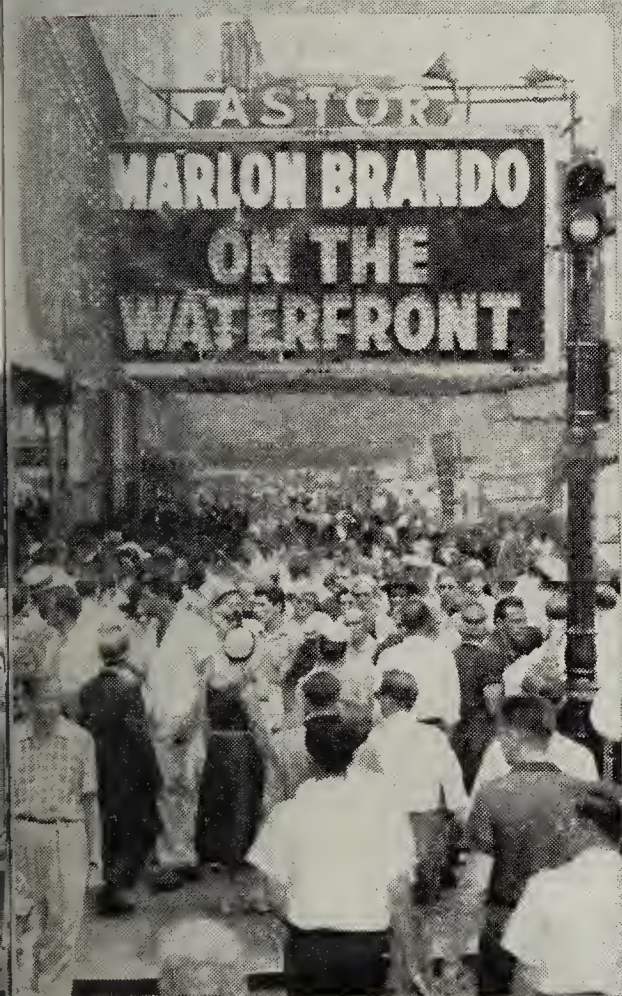


ANOTHER RECORD

NON-HOLIDAY

THE HISTORY

NEW YORK!



NIGHT!



**SMASHER
FROM**

Columbia

COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring
KARL MALDEN • LEE J. COBB
with
ROD STEIGER • PAT HENNING
and introducing
EVA MARIE SAINT
Produced by **SAM SPIEGEL** • Screen Play by BUDD SCHULBERG
Music by **LEONARD BERNSTEIN** • Directed by ELIA KAZAN

"Its magnitude will
propel it into a
prominent place among
the year's top money
pictures!"

BOXOFFICE

"Magnificence in
splendid style that
should reap a box-office
harvest! Rarely has the
screen exhibited so
much dash and
bravado!"

THE INDEPENDENT

"Fills the breadth of the
CinemaScope screen
with a wealth of
pageantry—an ace
entertainment!"

HOLLYWOOD REPORTER



WARNER BROS. FOLLOW THE BOX-OFFICE M

KING RICHARD

CINEMASCOPE

WARNERCOLOR
STEREOPHONIC SOUND

Out of the Adventure Pages of the Ages! From SIR M

STARRING REX

HARRISON • M
VIEG

hold audiences
bound by its
appealing drama
fast action!"

SHOWMEN'S

"A box-office picture!
Sweeping action,
deadly struggles,
suspense and
breathtaking scenes!
CinemaScope adds
immeasurably to the
richness of the
pageantry!"

M. P. HERALD

"Gets the full
CinemaScope spectacle
treatment and the
grossing prospects are
excellent!"

DAILY VARIETY

"A very big picture, a
very fast and
fascinating picture,
with one of the most
exciting final sequences
ever contrived!"

M. P. DAILY

"Sweeping action in the
full CinemaScope
spectacular treatment
—a box-office entry
from Warner Bros.!"

VARIETY

"A lusty, lavish,
spectacular
entertainment that will
garner a considerable
audience!"

FILM DAILY



RIGHT OF 'THE HIGH AND THE MIGHTY' WITH

AND CHOICE CRUSADERS

TER SCOTT'S 'The Talisman', tumultuous epic of the Quest for the Holy Sepulchre!

NIA
YO • GEORGE SANDERS • LAURENCE HARVEY

WITH
ROBERT DOUGLAS
SCREEN PLAY BY JOHN TWIST
MUSIC BY MAX STEINER
PRODUCED BY
HENRY BLANKE
DIRECTED BY DAVID BUTLER



CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Henry Randel, Paramount metropolitan New York district sales manager, passes (page 9).

W. P. Raoul, former IATSE general secretary-treasurer, dies in Atlanta (page 16).

Leonard Goldstein, veteran producer, passes following a cerebral hemorrhage (page 16).

Distribution

20th-Fox announces a rapid print delivery pace for its single track CinemaScope productions (page 9).

Paramount Pictures announces that it will celebrate its 40th anniversary this autumn with a national sales drive titled "Paramount's 40th Anniversary—A Salute to the Future," with Monroe R. Goodman as drive coordinator (page 14).

Exhibition

Directors of Allied Theatre Owners of Western Pennsylvania pass a resolution endorsing the stand taken by Abram F. Myers against the present film rental policies of distributors (page 8).

Financial

Technicolor shows a slight drop in profits in its six-month report (page 8).

GPEC shows a greater profit in the six-month period (page 14).

International

Eric A. Johnston, president, MPEA, will discuss the French film agreement at a meeting of the independent Motion Picture Distributors Association of America on Aug. 9 (page 9).

Odeon Theatres (Canada) Limited is opening its fifth theatre in Edmonton (page 11).

Nicky Langston, manager, Capitol, Hamilton, Canada, wins the Odeon Theatres showmanship contest (page 11).

In England, Sam Eckman, Jr., announces that Charles Goldsmith is assuming the duties of managing director of Metro Goldwyn Mayer Pictures, Limited, and the new Empire, Limited (page 11).

Ellis Arnall, SIMPP president, concludes talks with government officials regarding French film agreement (page 8).

Mel Konecoff

An interview with Harriet Parsons, producer of "Susan Slept Here," some notes on "Silver Lode," and other items come in for attention (pages 8 and 16).

Organizations

New York City exhibitors hold meetings to follow up their initial court victory in connection with the five per cent tax (page 9).

Plans are being completed for the convention of the Texas Drive-In Theatre Owners Association later this month in San Antonio (page 18).



Samuel Goldwyn recently presented a check for the second Goldwyn scholarship at the University of California at the Los Angeles School of Medicine to Robert J. Elstad as Dean Stafford L. Warren looked on. The Goldwyn scholarship was established in 1953 by the Samuel Goldwyn Foundation, a charitable organization.

NEW YORK

By Mel Konecoff

HARRIET PARSONS, producer of "Susan Slept Here," RKO release, was in to help promote the feature prior to its opening at the Victoria and had a number of opinions on a number of subjects.



KONECOFF

She thought that color in a majority of films was more important than the wide-screen processes, but she hastened to add that they are important and have given the industry a much-needed hypo at the right time. Color is definitely more important to a film of the type of "Susan," she said, and, as a matter of opinion, she thought that she wouldn't want to make a film in black-and-white unless it were a mood feature calling for the black-and-white shades and tones.

She prefers to see her films shown in the ratio of between 1.66 to 1 and 1.75 to 1 rather than CinemaScope because she misses the height in the latter. "Susan" was framed so that it could be exhibited from 1.33 to 1 up to 1.75 to 1. Miss Parsons opined that regardless of size, however, quality was the most important consideration.

Touching on sound, the producer found that stereophonic sound was distracting in some instances, notably dramatic scenes, while in others it was most suitable. She felt that there was much room for sound development and that the perfection and use of magnetically recorded sound was a great step in that direction.

She thought that there was no need for standardization as far as film processes are concerned, especially since the development of an all-purpose lens such as the Tushinsky, which will permit projec-

(Continued on page 16)

Latest Bulletins

(Developments At Press Time)

New Extension Granted In Schine Action

ALBANY—A second extension was granted defendants to answer the \$750,000 treble damage anti-trust suit brought against Schine Chain Theatres, other Schine corporations, and eight major distributors by Smalley Theatres, Inc., and Smalley Norwich Theatre Corporation. The new deadline is Aug. 20. Attorney Leonard L. Rosenthal filed the suit for Smalley in U. S. District Court.

The reason for the extension is that many of the defendants' attorneys are currently engaged in another anti-trust suit against Schine and other affiliated corporations for \$500,000 treble damages, the plaintiff being James Papayanakos' St. Lawrence Investors, Inc., operating the American, Canton, N. Y., and involving Schine's Strand and Pontiac, Ogdensburg, N. Y.

Western Pennsylvania Allied Approves Myers' Stand

PITTSBURGH—Directors of Allied Theatre Owners of Western Pennsylvania passed a resolution endorsing the stand taken by Abram F. Myers, National Allied board chairman and general counsel, against the present film rental policies of distributors.

It was further resolved that if efforts of Allied's committee scheduled to discuss such differences with company executives fail, National Allied should take steps seeking government intervention.

Morris Finkel, Western Pennsylvania Allied's national director, was directed to present such a request for intervention at the next national board meeting.

Arnall Concludes Talks With Government Officials

WASHINGTON—Ellis Arnall, president, Society of Independent Motion Picture Producers, concluded talks with government officials concerning his organization's opposition to what it terms illegal subsidy features in the film agreement negotiated with France by the MPEA.

Arnall urged that the Justice Department and the FTC declare illegal those portions of the agreement connected with the so-called subsidy payments.

Technicolor Profit Shares a Decline

NEW YORK—The consolidated net profit after taxes on income of Technicolor, Inc., for the six months ended on June 30, 1954, is estimated to be \$622,784, equivalent to 32 cents a share on the new stock outstanding, according to an announcement.

This compares with 84 cents a share for the six months ended on June 30, 1953.

IFE Adding Two More Features

NEW YORK—IFE Releasing Corporation announced the addition to its 1954-55 product lineup of "Hurdy-Gurdy," formerly "Neapolitan Carousel," and "Theodora, Slave Empress."

NYC Exhibitors Follow Up Court Victory

20th-Fox Announces New Print C-Scope Availability Schedule

NEW YORK—Maintaining a rapid print delivery pace of at least one CinemaScope production per week in the single optical and single magnetic sound forms, 20th-Fox last week announced a new print availability schedule covering CinemaScope productions through "The Egyptian." The output in the single sound systems is in addition to the production of CinemaScope prints in full four-track magnetic high fidelity stereophonic sound.

"The Egyptian" will be available to exhibitors in the single sound systems starting on Sept. 11. On the same day, prints of "Three Coins In The Fountain" in single optical and magnetic sound will be ready.

Availability of "Broken Lance" and

"Garden Of Evil" in the one-track sound forms have been scheduled for Aug. 12 and 21, respectively, while in July, single-track prints have been turned out on "Night People" (July 10); "Prince Valiant" (17); "Hell and High Water" (17); "New Faces" (24); and "River of No Return" (31).

"King of the Khyber Rifles" in the one-track sound systems will be ready by Sept. 18 and a Sept. 25 date has been set for "Beneath The 12-Mile Reef," with "Demetrius and The Gladiators" on Sept. 4.

Delivery of single-track prints on "The Robe" commenced June 19, which was followed by "How To Marry a Millionaire" on June 26.

Long Range Policy Formulated at Meeting; Some Theatres Already Darkened By Five Per Cent Levy

NEW YORK—Fresh from their initial court victory, local exhibitors last week prepared a followup campaign against the city's five per cent admission tax.

Counsel for the theatres directly involved in the "breakage" injunction won by exhibitors when it was shown that the city levy exceeded five per cent on certain admissions met with city attorneys to prepare a mutually acceptable injunction order for Justice Nicholas M. Pette's signature.

The city was temporarily barred from collecting "breakage" that would raise the levy above five per cent, but the plaintiff theatres were required to post a bond to insure collection should the injunction be reversed upon appeal.

Theatremen involved in the suit met to discuss long range policy, and a meeting was set for yesterday (Aug. 3) at Loew's home office projection room.

That the tax was hurting the industry was evident when a circuit representative announced that three of his houses had been forced to close, and another revealed that one of his had also been shuttered.

Exhibitors and their counsel at last week's meeting were Eugene Picker, Loew's Theatres, and attorneys Thomas Bress and Leopold Friedman; Harry Brandt, Brandt Theatres, and counsel, Miss Cecilia Goetz; Martin Newman, Century Circuit, represented by Mitchell Klupt; and Sol A. Schwartz, RKO Theatres, and attorney Edward C. Rafferty.

It was announced later that assistant corporation counsel Stanley Buchsbaum had offered to waive bond by the plaintiff theatres if they consent to a stay of the injunction until the fate of the city's appeal is decided.

It was clear that the industry would accept no compromise, however, as theatre attorneys served Buchsbaum with a proposed injunction order which would have the effect of barring the city from using tokens or mills for tax purposes and also from collecting any amount in excess of five per cent. Also included in the exhibitors' injunction order is provision for posting of a bond by theatremen to insure the city against tax loss should theatremen ultimately lose the legal battle.

The order will be submitted to Justice Pette today (Aug. 4) and the city is expected to submit a counter-order. The city could obtain a stay of the injunction on appeal, but exhibitors would have the right to argue against such a stay before any Appellate Division justice to whom the city appeal is presented. Justice Pette would decide the amount of bond to be posted under the order, and Bress said he believed it should be nominal since the city's effective tax-collecting machinery would guard against loss.

Heat Fails To Dim Broadway Leaders

NEW YORK—Despite a midsummer heat wave, the Broadway first-runs generally claimed very good business over the weekend, with Radio City Music Hall and the Astor turning in remarkable grosses.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"RING OF FEAR" (Warners). Paramount was heading toward a \$33,000 opening week.

"BROKEN LANCE" (20th-Fox). Roxy opened to \$39,067 for Thursday through Sunday, with first week sure to hit \$65,000.

"SEVEN BRIDES FOR SEVEN BROTHERS" (MGM). Radio City Music Hall, with stage show, reported \$108,000 for Thursday through Sunday, with the second week bound to top \$180,000.

"LIVING IT UP" (Paramount). Criterion expected the second session to reach \$42,000.

"PUSHOVER" (Columbia). Globe anticipated the opening week at \$14,000.

"APACHE" (UA). Mayfair looked toward a \$29,000 fourth week.

"ON THE WATERFRONT" (Columbia). Astor opened to \$48,000 for Wednesday through Sunday, with the first week heading toward a great \$63,000.

"SUSAN SLEPT HERE" (RKO). Victoria stated the opening week would tally \$20,000.

"THE CAINE MUTINY" (Columbia). Capitol expected the sixth week to go above \$43,000.

"GONE WITH THE WIND" (MGM). Loew's State claimed \$17,000 for the 10th, and last, week.

Henry Randel Mourned

NEW YORK—Henry Randel, 58, Paramount, metropolitan New York district sales manager, died last fortnight. He had been ill of a heart ailment.

Survivors include a sister and a son.

Funeral services were held at the Riverside Memorial Chapel.

Johnston To Speak To IMPDAA

NEW YORK—The Independent Motion Picture Distributors Association of America has invited Eric A. Johnston, president, MPEA, to discuss the recently concluded French film agreement, particularly the so-called subsidy arrangement, it was announced last week by Arthur L. Mayer, IMPDAA president. The meeting with Johnston is set for Aug. 9.

Johnston is also expected to discuss the IFE subsidy arrangement which led to the IFE releasing organization, opposed by the IMPDAA. Johnston has revealed that the new agreement with Italy kills the subsidy provision.

The SIMPP, which opposed the French agreement, asked that it be investigated by both the FTC and the State Department.

Quimby In New MGM Deal

NEW YORK—MGM announced this week that Fred C. Quimby, chief of short subjects production and cartoon producer, had signed a new long term contract on the occasion of his 30th year with the company.

In addition, the company revealed that Quimby would supervise two new live action shorts units to be devoted to dramatic and action stories.

I N D E X

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LETTERS TO THE EDITOR

Dear Sir:

Your editorial, "A Cancer To Be Eliminated," in the July 21 issue of MOTION PICTURE EXHIBITOR certainly warrants reading by all members of the industry.

The honest theatremen in this industry gains no stature in his business dealings with the distributor. On occasion, we book in features on flat or percentage terms, and promote heavy advertising, and then the distributor at the last minute tells us we can not have the feature due to a print shortage. Under the circumstances, this practice places the theatremen in economic jeopardy.

It is our contention that the distributor should service his good accounts first in an area of print shortage regardless of the size of the theatre. This is not the principle followed. The honest theatremen is supposed to suffer the expense of showmanship in promoting the attraction booked and then have the print pulled away from him by the distributor.

Meanwhile, the clip-artist theatremen goes merrily along his way, with the distributor providing excellent service to him.

It is no wonder exhibitors are cynical and frustrated.

For our part, we wish to thank MOTION PICTURE EXHIBITOR for stating the case editorially for the honest theatremen.

Joseph Jarvis
Jarvis Enterprises

Riverside, R. I.

(Judging from the amount of correspondence and verbal comment received, there are many honest theatremen who feel as does the writer that the forgotten man in this particular situation is the exhibitor who gives an honest count to the distributor—Editor)

Dear Sir:

I, too, have been a booster of MOTION PICTURE EXHIBITOR for quite a number of years. I consider it the best. You don't pull any punches on your reviews if it's a stinker for the lower half. You don't perfume it, and you tell us all about it so that we can use our own judgment on it. I consider the X-Ray very important and your Tips On Bidding even more so. Right now I want to thank you for the new check-list of feature motion pictures in television channels. I think it's great.

J. D. NAGY
Liberty

Rural Valley, Pa.

Dear Sir:

We always enjoy reading MOTION PICTURE EXHIBITOR, but in your June 9 issue the editorial, "Taking the Cure—The Hard Way," was certainly worth consideration for the future.

We often wonder if those good old days will ever come back to a point where we can run our theatres today and have time for showmanship, etc.

ROBERT LEVINE
Levine Enterprises

Norfolk, Va.

All Unsolicited

(The letters from readers of MOTION PICTURE EXHIBITOR which appear on this page are all unsolicited.)

MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters to the publication.—Editor)

Dear Sir:

Your editorial, "A Cancer To Be Eliminated," in MOTION PICTURE EXHIBITOR of July 21, is another forthright example of your long-standing editorial policy of "hewing to the line and let the chips fall where they may."

Your appreciation of the unfair competition to the vast majority of honest exhibitors is one that must likewise appeal to your exhibitor and distributor readership.

I have presumed to distribute copies of this editorial to the individuals in the distributing companies who will, I am sure, be interested in reading it.

With all good wishes,

Joe Stein

New York City

Dear Sir:

I cannot refrain from writing to compliment you on your forthright and accurate editorial on the evils of underreporting.

You point up the important fact that so many exhibitors tend to overlook—that is the effect that this evil practice has on the honest, legitimate exhibitor.

I sincerely hope every exhibitor in the country reads and digests this splendid editorial.

With every good wish, I am

R. E. Moon

Universal Film Exchanges, Inc.

New York City

Dear Sir:

The following might be a bit of news for your publication.

Last September after the Star had been closed commercially for more than a year, four local men, L. J. Glidden, L. D. Glidden, G. Pelletier, and I, invested \$100 to start movies on Saturdays for the children as a community service, non-profit project.

We charge a small fee to cover expenses, rent, lights, transportation, film rental, insurance, etc.

When profits reach a safe level, we give the children a free movie. We have given nine free movies to date.

One of my partners is the projectionist, and we all work without pay or profit of any kind. Film distributors have been very kind and accommodating, enabling us to continue. MOTION PICTURE EXHIBITOR and SERVICESECTION have been a great help to us in selecting movies that are suitable and appealing to the children.

CHARLES MARELLI

Star Theatre Company

Neumarket, N. H.

(Such cooperation by not only the exhibitors but the distributors certainly deserves commendation—Editor)

Dear Sir:

Am returning to Schroon Lake to re-open this theatre for the season and would appreciate your changing my mailing stencil to read Paramount Theatre, effective immediately, as I don't want to miss a single copy of the many editorial services your publication has so consistently for so many years provided to us exhibitors in the hinterlands of America, and in my case especially, being 100 long miles from the nearest exchange center. It would be quite a disadvantage to miss out on any one of your issues and release charts.

CHARLIE ROSSI
Paramount

Schroon Lake, N. Y.

Dear Friends:

The officers, directors, and members of our organization are greatly indebted to you and your staff for the splendid cooperation you gave us in helping to publicize our recent convention, which was the greatest we have ever had. This could not have come about without the cooperation you gave us and we truly are grateful. However, you and your organization have always done everything possible to cooperate with us and we want you to know that we sincerely appreciate it.

Sincerely,

J. H. THOMPSON

Motion Picture Theatre Owners
and Operators of Georgia

Atlanta

Dear Sir:

Since I am nearing the end of my enlistment in the navy and expect to be transferred from this command at any time, I would like to have MOTION PICTURE EXHIBITOR sent to my new address.

Although I have only been subscribing for two years, I have been reading it for quite a few, my partner, S. J. Lewis, being a long time subscriber, and I was quite surprised to see the traditional cover changed. After receiving several issues, I am getting used to it, and it is really very nice.

J. F. DOYLE,
U. S. Navy

Dear Sir:

Thank you very much for the new July 7 Check-List of feature motion pictures in TV channels. We appreciate this copy. We will appreciate it very much if you would please send us about a dozen additional copies.

May I say that you have done an outstanding job in compiling all of this important material.

Sincerely

IDA SCHREIBER

Secretary, Southern California
Theatre Owners Association

Los Angeles

(As happened after the first TV list appeared, reader reaction to the second TV list was very good—Editor)

Gentlemen:

In my humble opinion, the new format is great. I like, too, the changes here and there on the inside. The cover is a real eye-catcher, to say the least. A great job all-around.

CHARLES L. FRANKE
Paramount Pictures

New York City

The International Scene

Canada

Odeon Canada Now Has Five In Edmonton

TORONTO—Opening of the Odeon, Edmonton, this month brought to the oil city the fifth theatre operated by Odeon Theatres (Canada) Limited in partnership with H. A. Friedman, Q.C. It joins the Rialto, Varscona, Avenue, and Roxy.

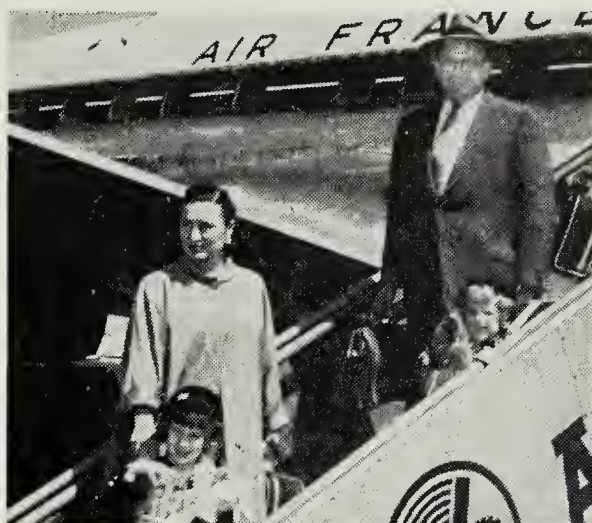
The theatre, designed by Kaplan and Sprachman, is the first to be specifically designed for wide-screen presentation. Its seating capacity, 1,125, utilizes the latest push-back seats. The theatre is air-conditioned. The latest in projection and sound equipment can show films in CinemaScope with stereophonic sound, Vista-Vision, and other wide-screen aspect ratios.

All sight lines ensure perfect vision from any seat in the theatre.

Present for the opening were Friedman, A. J. Pauley, director of engineering for Odeon, and S. Binder, Odeon's Edmonton supervisor.

Canadian Comment

Strong man of the Odeon Theatres Canada-wide showmanship contest is Nicky Langston, manager, Capitol, Hamilton, who, in 13 weeks, scored 90.46 per cent of the maximum possible points. He receives \$300 cash, a week's extra vacation with pay, and the Odeon Champion Trophy and miniature. His wife, Dawn, receives a watch and silver insulated teapot. Second man on the pole was veteran showman Don Gauld, manager, Odeon, Fort William, and Lakehead supervisor. He receives \$100 cash and a set of matched luggage and a silver insulated teapot for his wife. A tie for third place is shared by Roy McLeod, manager, Hastings, Vancouver, and Ralph Connor, Odeon, Trail. They each receive \$50 cash with a pair of Irish linen pillowcases for their wives. Assistant managers prizes for showmanship go to Ron McGill and Al McKinnon, Capitol, Hamilton; D. Lucky, Odeon, Fort William; and Margaret Brewer, Hastings, Vancouver. "Ringmaster" Art Bahen, Quebec, was the winner of the supervisor's prize for the highest district score. He receives \$200 cash, plus a toaster and a sterling silver and crystal marmalade pot for his wife. Hot on the neck of Art Bahen was Steve McManus, who, by his effort, receives a 60-piece dinner set for Mrs. McManus. The following took prizes of \$200 cash plus a 60-piece dinner set for the ladies—Ontario "A", Vic Nowe, Toronto; Ontario "B", Ralph Bartlett, Odeon, Sarnia; Ontario "C", Ed Burrows, Odeon, Brantford; Ontario "D", Charles Mason, Roxy, Brampton; mid-western "Big Top", Ray Resky, Broadway, Saskatoon; Quebec, Jacques Martin, Mercier, Montreal; B.C. "Big Top", Frank Marshall, Lux, Vancouver; B.C. "Little Big Top", Constance Smithe, Odeon, Duncan; and Mari-



United Artists vice-president Max E. Youngstein, with Mrs. Youngstein and two of their children, recently landed at Idlewild Airport, New York, after he completed a 10-week survey of the company's foreign production and promotion.

times, C. K. McLean, Highland Drive-In, New Glasgow, N.S. Other prizes included those for assistant managers' regional prizes, best improvement, and a new manager's prize. Jim Hardiman, director of the contest, said 99 theatres with a total of \$3,330 in cash prizes and \$2,500 in sponsored prizes, participated in the drive. The drive had a circus motif which was applied to the drive throughout. One thousand and two hundred and sixty eight campaigns were received from 99 theatres out of a total maximum possible of 1287.

Gordon Lightstone, general manager, Paramount in Canada, announced the appointment of Winston Barron as Dominion captain of Paramount's 40th anniversary sales drive. Barron, in charge of public relations and advertising for Paramount in Canada, also is editor and commentator for Canadian Paramount newsreel.

CINE CHATTER: A trade demonstration of SuperScope lens is planned in Toronto by Murray Sweigman's Theatre Poster, which has the rights in Canada. . . . The regular monthly meeting of the Variety Club, Tent 28, was postponed for July because of summer vacations. . . . An enthusiastic reception was given to the Pola-Lite demonstration in Winnipeg, according to reports from Tex Cates, Canadian representative. A successful demonstration was also held at the Circus Drive-In, Kirkfield Park, just outside of Winnipeg. . . . Canadian personnel of MGM will share in bonus money won as the result of MGM's 30th anniversary drive with checks ranging from one and a half weeks' to five full weeks' pay. . . . Frank Fisher, JARO general manager, reports his company had its greatest business year this year in the history of the company since its organization in 1945. . . . Sterling Films Limited has been appointed representative of Interstate Television Corporation in Canada. . . . Archie Laurie is in Montreal to publicize "Heidi" for United Artists. . . . A tieup in which 500,000 entry forms having a crossword puzzle based on "Man With a Million" has been initiated by Tom McKnight with a

grocery chain store in connection with the opening in Toronto at the Odeon.

Any possibilities in Toronto that a free Sunday observance might be worked was eliminated with the advancement to the mayoralty chair of a man known for his blue-stocking attitude. He succeeds Allan Lamport, an honorary member of Variety Club. . . . Some of the theatres in Canada which have "Foto-Nite" in operation are using it for the 15th year. Pool situations exist in Toronto, where 18 houses participate, while in Winnipeg, 19 houses participate, and in Vancouver 10 Famous Players houses are using the scheme for the 10th consecutive year. Just in the first year of operation are the seven houses in Ottawa. There are another 200 theatres using the scheme in the country.

—HARRY ALLEN, JR.

England

Sam Eckman, Jr., announced that as of Aug. 1 Charles Goldsmith, his assistant, had assumed the duties of managing director, Metro Goldwyn Mayer Pictures Limited and the new Empire Limited. Eckman stated that he plans to continue with the company on a full time and active basis and will remain as chairman, Metro Goldwyn Mayer Pictures Limited and the new Empire Limited, and also as a director of Loew's International Corporation, Metro Goldwyn Mayer British Studios Limited, Robbins Music Corporation Limited, Leo Feist Limited, D. Feldman and Company Limited, Dix Limited, and British and Continental Music Agencies Limited.

France

Fourteen of United Artists' overseas branches topped their billings quotas in the first six-month competition of the year-long "35th Anniversary International Sales Drive" honoring President Arthur B. Krim, it was announced by drive co-captains Arnold M. Picker, vice-president in charge of foreign distribution, and Louis Lober, general manager, foreign department. The winning offices include all six branches in France, Lyon, Lille, Algiers, Marseille, Bordeaux, and Paris; Strasbourg; and Sydney, Australia; Berlin, Germany; Lima, Peru; Santiago, Chile; Taipei, Taiwan; and Jakarta, Indonesia. The year-long drive is divided into two equal six-month periods. The first began on Nov. 29, 1953, and ended on May 29, 1954. The second six-month contest, currently under way, started on May 30 and will wind up on Nov. 27.

RKO Period Extended

NEW YORK—James R. Grainger, president, RKO Pictures Corporation, announced last week that the Board had authorized an extension until the close of business on Sept. 30, of the period within which stockholders may exercise their privilege of tendering stock to the corporation for redemption at \$6 per share. The board also authorized an extension until the close of business on Sept. 30, of the period within which Howard R. Hughes may accept the offer heretofore made by the corporation to purchase from him, at \$6 per share, all or any portion of the 1,262,120 shares of stock he owns.

A LOST HERITAGE THAT COULD



The



SELECT

ONLY BE CLAIMED BY GUNS!

HERBERT J. YATES
presents

OUTCAST

TRUCOLOR BY CONSOLIDATED

starring
JOHN DEREK • JOAN EVANS
with
JIM DAVIS • CATHERINE McLEOD
BEN COOPER

Screen Play by **JOHN K. BUTLER** and **RICHARD WORMSER**
Based upon an Esquire Magazine Story by Todhunter Ballard





Directed by **WILLIAM WITNEY**

A REPUBLIC PICTURE
REPUBLIC PICTURES CORPORATION









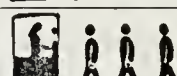

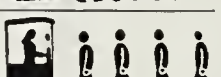

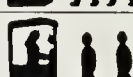
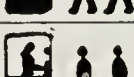
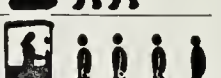

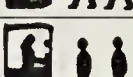

The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)




















KEY TO "THE LITTLE MEN" RATINGS: (AUGUST 4, 1954)

 Registering grosses in the highest brackets.	 Just fair, nothing out of the ordinary, average.
 Good, although not breaking down the walls.	 Disappointing, below what was expected.

The Week's Newcomers

ADVENTURES OF ROBINSON CRUSOE (90m.) (UA)		GORILLA AT LARGE (84m.) (20th-Fox)	
APACHE (87m.) (UA)		HELL BELOW ZERO (91m.) (Columbia)	
FRANCIS JOINS THE WACS (94½m.) (U-I)		INDISCRETION OF AN AMERICAN WIFE (63m.) (Columbia)	
KING RICHARD AND THE CRUSADERS (114m.) (WB) (CinemaScope)		JOHNNY DARK (85m.) (U-I)	
LIVING IT UP (95m.) (Paramount)		KNOCK ON WOOD (102m.) (Paramount)	
MAGNIFICENT OBSESSION (108m.) (U-I)		MAKE HASTE TO LIVE (92m.) (Republic)	
RING OF FEAR (93m.) (WB) (CinemaScope)		MAN WITH A MILLION (90m.) (UA)	
SEVEN BRIDES FOR SEVEN BROTHERS (103m.) (MGM) (CinemaScope)		PRINCESS OF THE NILE (71m.) (20th-Fox)	
THE DIAMOND WIZARD (83m.) (UA)		RAILS INTO LARAMIE (81m.) (U-I)	

Continuing

ABOUT MRS. LESLIE (104m.) (Paramount)		SILVER LODGE (80m.) (RKO)	
BEACHHEAD (89m.) (UA)		SINS OF ROME (75m.) (RKO)	
BLACK HORSE CANYON (81½m.) (U-I)		SOUTHWEST PASSAGE (75m.) (UA)	
DEMETRIUS AND THE GLADIATORS (101m.) (20th-Fox) (CinemaScope)		THE CAINE MUTINY (125m.) (Columbia)	
DRUMS ACROSS THE RIVER (78m.) (U-I)		THE FRENCH LINE (102m.) (RKO) (3-D)	
EXECUTIVE SUITE (104m.) (MGM)		THE HIGH AND THE MIGHTY (147m.) (WB) (CinemaScope)	
FIREMAN, SAVE MY CHILD (80m.) (U-I)		THE SIEGE AT RED RIVER (86m.) (20th-Fox)	
GARDEN OF EVIL (100m.) (20th-Fox) (CinemaScope)		THE STUDENT PRINCE (107m.) (MGM) (CinemaScope)	
GOG (85m.) (UA)		THEM (94m.) (WB)	
		WITNESS TO MURDER (81m.) (UA)	

Paramount Drive Starts On Aug. 29

NEW YORK—The 40th anniversary of Paramount Pictures, 1914-1954, will be celebrated this autumn by the Paramount sales organization with a national sales drive titled, "Paramount's 40th Anniversary—A Salute to the Future," it was revealed last week.

The drive will open on Aug. 29 and continue for 14 weeks to Dec. 4. It will embrace "Paramount Week," Sept. 5-11.

The main title of the drive was submitted by Eleanore Odell, secretary to Salt Lake City branch manager F. H. Smith. She will receive a cash prize for submitting the title in a contest conducted to determine the name that should be given this year's sales drive. Theresa Boheim, St. Louis branch, was awarded second prize for the sub-title, "A Salute to the Future."

Monroe R. Goodman, assistant to A. W. Schwalberg, president, Paramount Film Distributing Corporation, has been appointed drive coordinator.

The initial week of the drive has been designated "A. W. Schwalberg Anniversary Week" in tribute to the president of Paramount Film Distributing Corporation.

GPEC Net Increases

NEW YORK—It was reported last week that the consolidated net profit of General Precision Equipment Corporation for the six-month period ended on June 30 was \$2,541,652, against \$1,469,066 in the same 1953 period. The net for the second quarter was \$1,485,993, compared to \$804,156 in the same period a year ago.

Net sales for the quarter also increased over last year, from \$20,985,580 to \$30,816,064, and six-month net sales were \$54,305,196 as against \$41,102,567. The company report also noted that quarterly profits, after preferred and preference stock dividends, equaled \$1.86 per share on 749,509 shares of common, compared to last year's figures of \$1.21 per share on 649,087 shares. Profits for the six-month period rose from \$2.22 per share last year to \$3.37 per share.



The 13th anniversary of the California Institution for Men, Chino, Cal., was observed recently during the filming there of "Unchained" when producer-writer Hal Bartlett, left, and Barbara Hale presented congratulations to Kenyon J. Scudder, superintendent. The independent production is from an autobiography by Scudder, who founded the institution in 1941 and has made it into a model minimum security prison.

THE SERIAL HERO PRE-SOLD TO MILLIONS!...

HE MOVES LIKE
A FLASH!
HE RIDES LIKE THE WIND!
HE PUNCHES LIKE A BATTERING
RAM IN THE MIGHTIEST
OF ALL
ACTION
SERIALS!

Yes, Mr. Exhibitor,
WE SAID
MILLIONS!

For over 15 years this
mighty red-blooded
All-American has been
featured in **BATMAN**
MAGAZINE, **WORLD'S**
FINEST COMICS and
DETECTIVE COMICS
with an annual circu-
lation of 25,000,000!

B *Columbia's* **INCOMPARABLE** **BATMAN**

BASED ON THE BATMAN COMIC MAGAZINE
FEATURE APPEARING IN DETECTIVE
COMICS, WORLD'S FINEST COMICS AND
BATMAN MAGAZINES

© Detective Comics, Inc.

with
LEWIS WILSON
DOUGLAS CROFT
J. CARROL NAISH
SHIRLEY PATTERSON

Produced by **RUDOLPH C. FLOTHOW**
Directed by **Lambert Hillyer**
A COLUMBIA SUPER SERIAL (Reprint)

Screen Play by **Victor McLeod, Leslie Swabacker, Harry Fraser**

THE **BIG BIG** SERIAL WITH JUST WHAT IT TAKES TO DO **BIG BIG** SERIAL BUSINESS!

This Was The Week When

Joseph Brenner Associates, New York City, revealed that it will handle "The Affairs of Dr. Holl" in the German language and English dubbed version in this country. . . . Columbia held the world premiere of "On The Waterfront" at the Astor, New York.

20th-Fox set the world bow of "The Egyptian" for the Roxy, New York City, on Aug. 24, with all proceeds to be turned over to the "Emergency March of Dimes." . . . Bell and Howell cut the price of its 35mm. CinemaScope lenses to \$1095 a pair. . . . UA set the world bow of "Sitting Bull" at the Elk, Rapid City, S. D., on Aug. 19. . . . Technicolor revealed that it had added 150 employees to its staff since July 1.

Konecuff

(Continued from page 8)

tion of all sizes of films with a minimum of complications at the theatre end.

Miss Parsons was surprised to learn a while back that drive-ins account for some 25 per cent of the domestic gross revenue of distributors and thought that possible consideration should be given to turning out special prints for them so that they might be projected properly without loss of light, etc., as is most often the case.

She thought it essential that these days should see people in Hollywood, especially those connected with the making of specific films, go out in the field and help interest the public and the press in films. In other words, they should actually get out and help sell the pictures once they're in the can, which is exactly what she has been doing with "Susan" despite the fact that she doesn't have a piece of it, but is, rather, on salary at the studio. She already has visited San Francisco, Denver, New York, and will take in others.

She was uncertain as to what the future holds for her although she did state that she would like to make a number of pictures with writer-director Frank Tashlin and that they are both interested in a play to open in the fall on Broadway, "The Rain." It may wind up in their forming an independent producing company. While she would like to take a crack at making a film abroad, if it were the right one, she wasn't sure whether there was much of a savings in overseas production any more.

SILLY QUESTION DEPARTMENT: You ask the wrong party a silly question and, first thing you know, you got an answer. The other day, we joshingly put this question to one of the RKO press agents, who wandered into the office on purpose and, boy, did he have an answer.

First, he says, there's a scene in Benedict Bogeaus' "Silver Lode," the Technicolor western drama which RKO is re-releasing, in which Dan Duryea, playing a dastard, as usual, slaps Dolores Moran, a dance hall girl. A routine scene for a screen villain like Duryea, yet it had to be shot three times. Duryea wasn't slapping her hard enough. Why? He didn't want to hit her too hard, he explained, because after all she's the boss' wife. She is, too. Off screen she is Mrs. Bogeaus, which proves, said he, tongue-in-cheek, you have to be careful whose face you slap these days.

Secondly, before we could eject him forcibly, he insisted on telling us why John Payne, co-star of "Silver Lode," still an RKO release can always count on one

theatre playing pictures in which he appears. Payne, it seems, is part-owner of a theatre in his home town, Roanoke, Va.

As the p.a. sailed out the window, we added to resolutions to be made at year's end, never ask a press agent what's new.

THE METROPOLITAN SCENE: We're a little sorry to see Bernie Sholtz, field sales representative for RCA theatre products in the eastern and northeastern regions for more than a quarter of a century, retire. He was well-liked and a real pioneer in the field. However, we wish him happy retirement and good luck to his successor, William E. Cheesman, who has been with the company since 1930. . . . The blue-denim tuxedo made for Bing Crosby, when he was refused admission to a Canadian hotel while on a hunting trip, has been placed on display in the lobby of the Baronet, Walter Reade Theatres house, in conjunction with "The Cowboy." . . . In case anyone is interested, the mechanical elephant scheduled to make an appearance on Broadway in conjunction with "Ring of Fear," Paramount, is the same monster that was the symbol of the Republican Party at election time. Its rolling speed is from four-10 miles per hour and it can support several riders. . . . The Rivoli has opened an exhibit of Korean Arts and Crafts as part of its promotion for the premiere of "Rear Window" for the benefit of the American-Korean Foundation. . . . Okeh pressbooks are out on "Pushover" and "The Black Dakotas."

Babb Rejoins SRO

NEW YORK—Ben Babb, public relations counsel has rejoined Selznick Releasing Organization as advertising-publicity chief, it was announced last week by Frank I. Davis, Jr., SRO president. Babb, who was with Selznick from 1946 through 1949, operating from the coast studio, later represented N. Peter Rathvon, and various independent producers.

Babb will start immediately on the national re-release of "Duel In The Sun," which he handled in the west during 1946-1947, and will follow on "Spellbound," "Rebecca," "The Third Man," "The Fallen Idol," "Tom Sawyer," and others for release this fall and winter.

Skouras, Goldwyn Sign

WASHINGTON—Spyros P. Skouras, 20th-Fox president, and producer Samuel Goldwyn joined 21 other prominent Americans last fortnight in urging Senators, regardless of party affiliation, to support the Flanders resolution censuring Senator Joseph McCarthy, Republican, Wisconsin, for "flagrant abuse of power."

About People

NEW YORK—Roy O. Disney, president, Walt Disney Productions, last week announced the appointment of Vincent H. Jeffers as manager, Disney character merchandising division. In addition to licensing of Disney characters, his duties will include supervision of all merchandising sales promotional activities, as well as serving as liaison between Walt Disney Productions and sponsors of the Disneyland-TV show which premieres on Oct. 27 over the ABC Network.

NEW YORK—It was announced last fortnight that Herman Barnett, art director, RKO Theatres, is leaving that organization now that its art department has been disbanded. Barnett served with the company for 20 years.

NEW YORK—Box Office Television, Inc., last week announced the appointment of Wallace A. Ross, founder of television's Ross Reports, as national sales manager, organization's closed circuit conferences division.

NEW YORK—George Schaefer was last week retained as producer's representative for "The Good Die Young," forthcoming United Artists release.

W. P. Raoul Mourned

NEW YORK—William P. Raoul, former general secretary-treasurer, IATSE, died last week at Georgia Baptist Hospital, Atlanta, where he had undergone an operation.

A native of Atlanta, Raoul became a pioneer projectionist there while still a student at Georgia Tech and was appointed to the city's first Board of Examiners of Moving Picture Machine Operators in 1909. He joined Atlanta Stage Employes, Local 41, in 1910, and helped establish Local 225 in 1911. He was its first secretary and then its president for many years. In 1918, he was appointed an IA representative and thereafter was quite active in building up the organization throughout the south. He was appointed assistant international president when Richard F. Walsh took over the presidency in 1941 and was elected general secretary-treasurer in 1945, serving from then until ill health forced his retirement last August.

Leonard Goldstein Passes

HOLLYWOOD—Leonard Goldstein, 51, veteran producer, died last week of a cerebral hemorrhage suffered while conferring with 20th-Fox executives Darryl F. Zanuck and Spyros P. Skouras. Goldstein served with U-I for four years and with 20th-Fox for two before forming his own Panoramic Productions to produce 2-D films for 20th-Fox relief when that studio went wholly CinemaScope. During that six-year period, the popular producer turned out more than 100 features including the successful "The Egg and I," the "Francis" series, and the "Ma and Pa Kettle" series. He recently formed Leonard Goldstein Productions to make 10 features for release through United Artists.

Goldstein is survived by three brothers and two sisters. His brother, Robert, was also involved in the UA deal.



THE
Broken
RECORDS
HAVE
STARTED*

20th Century-Fox
presents

SPENCER TRACY

IN
Broken
Lance

COLOR by DE LUXE

co-starring

ROBERT WAGNER · JEAN PETERS
RICHARD WIDMARK · KATY JURADO

with Hugh O'Brian · Eduard Franz

Produced by SOL. C. SIEGEL Directed by EDWARD DMYTRYK

Screen Play by RICHARD MURPHY



The first motion picture photographed with the newly
perfected Anamorphic camera lenses in

CINEMASCOPE

PLAY IT IN GENUINE 4-TRACK
MAGNETIC STEREOPHONIC SOUND



Smash Opening at Roxy, N. Y.!

Miscellaneous

In The Newsreels

IN ALL FIVE: New York: French "Angel of Dien Bien Phu" welcomed.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 62) Indo-China: Refugees gather. Washington, D.C.: Korean President Rhee confers. Germany: Security Chief Dr. Otto John disappears. Canada: Blind golfers. Chicago: New carnival ride. Long Beach, Cal.: Carolina beauty is "Miss Universe."

NEWS OF THE DAY (Vol. XXV, No. 296) Off China Coast: United States-Red China plane crash. Washington, D. C.: Korean President Rhee confers. New York: Italy's luxury liner welcomed. Chicago: New carnival ride. Long Beach, Cal.: Carolina beauty is "Miss Universe." Hollywood Park, Cal.: Sunset Handicap.

PARAMOUNT NEWS (No. 99) Washington, D. C.: Korean President Rhee confers. Off China Coast: United States-Red China plane crash. New York: Italy's luxury liner welcomed. Arlington, Ill.: Arcaro wins the Futurity. Canada: Empire games at Vancouver. St. Petersburg, Fla.: Golf's 10-year-old wizard.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 590) Indo-China: Partition protested at Hanoi. Washington, D. C.: Under-Secretary of State Bedell back. Rio De Janeiro: Eucharistic year opens. Baltimore, Md.: Historic trains on parade. New York: Summer Santas. Chicago: New carnival ride. New York: "Mr. Muscle" chosen. Long Beach, Cal.: Carolina beauty is "Miss Universe."

WARNER PATHE NEWS (Vol. 25, No. 101) Washington: Senate works all night. New York: Italy's luxury liner welcomed. France: French Assembly supports Premier's truce. Indo-China: Crowds hail peace; Freed P.O.W.'s arrive at Hanoi. England: Eden reports. Chicago: New carnival ride. Wilkes-Barre, Pa.: Crack drivers race clock at mountain top. Hollywood: "King Richard."

IN ALL FIVE: Geneva, Switzerland: Truce ends Indo China fighting.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 61) Chalk River, Ontario, Canada: A-power plant in "peace" work. Guatemala: Red weapons from Czechoslovakia found no good. England: Super jet airliner tested. New York City: Fashions from Turkey. Long Beach, Cal.: "Miss South Carolina" selected to represent United States in "Miss Universe" contest. Cypress Gardens, Fla.: Water skiing barefoot. England: Jumpers feature equestrian meet.

NEWS OF THE DAY (Vol. XXV, No. 295) England: Super jet airliner tested. Egypt: Premier Nasser given ovations on tour of towns of the Nile. New York: Army's "Big Bertha" camera. Italy: Rome society sees fashion parade. New York City: Fashions from Turkey. Long Beach, Cal.: "Miss South Carolina" selected to represent United States in "Miss Universe" contest. Palisades Park, N. J.: Chimp taken for a ride.

PARAMOUNT NEWS (No. 98) New York: Army's "Big Bertha" camera. New York: Fashions from Turkey. England: Super jet airliner tested. San Diego, Cal.: Tennis queen Maureen Connolly suffers accident.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol.

Coast Ruling Finds Theatres Local Enterprises

WASHINGTON—A trial examiner ruled last week and the Labor Relations Board agreed that the operations of Southside, Baldwin, and Paramount, in California, are local enterprises, in a decision that could have wide influence in removing many theatres from the jurisdiction of the Taft-Hartley Act. The decision went against the IATSE who had argued that the houses were part of an interstate circuit.

The ruling stated that no evidence existed to support the contention that a labor dispute involving the California houses would affect interstate commerce since the west coast operations receive no services from Fanchon and Marco, Inc., enterprises outside the state.

The NLRB ruled therefore, that the Taft-Hartley Act was not applicable in such labor disputes. It was emphasized that booking, theatre operations, and collective bargaining were all conducted on a local, not an interstate basis. Examiner William E. Spencer handed down the decision.

27, No. 589) Midwest: Drought. New York: Army's "Big Bertha" camera. Washington, D. C.: President presented with portrait. Germany: Dancing fingers. Palisades Park, N. J.: Chimp taken for a ride. Universal City, Cal.: "Miss Universe" hopefuls visit movie studio. Seattle: Jack Benny and Bing Crosby in golf and gags.

WARNER PATHE NEWS (Vol. 25, No. 100) Washington, D. C.: McCarthy opens new hearings; Cohn quits. New York: Army's "Big Bertha" camera. Washington, D. C.: President's grandson gets a drum. St. John's, Newfoundland: Nature's spectacle, a river in reverse. New York: Truck drivers like debonair look in styles. Germany: Four-nation outboard motor races in Berlin.

NATIONAL LEGION OF DECENCY

July 15, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Black Shield Of Falworth" (U-I); "Francis Joins The WACS" (U-I); "Garden Of Evil" (20th-Fox); "Victory At Sea" (UA); UNOBJECTIONABLE FOR ADULTS: "The Desperado" (Allied Artists); "Edge Of Divorce" (Kingsley-International); "Hobson's Choice" (UA); "The Outcast" (Republic); "Ring Of Fear" (Warners); "Valley Of The Kings" (MGM); OBJECTIONABLE IN PART FOR ALL: "O Congocero" (Brazilian-made) (Columbia).

July 29, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Littlest Outlaw" (Disney); "Malta Story" (UA); "Return From The Sea" (Allied Artists); "Two Guns and A Badge" (Allied Artists); UNOBJECTIONABLE FOR ADULTS: "Apache" (UA); "Dawn At Socorro" (U-I); "A Day Out Of Life" (IFE) (Italian-made); "King Richard and The Crusaders" (Warners); "The Law vs. Billy The Kid" (Columbia); "The Little Kidnappers" (UA); OBJECTIONABLE IN PART: "Susan Slept Here" (RKO); "Ugetsu" (Daiei) (Japanese); CONDEMNED: "We Want A Child" (Lippert) (Danish-made).

THE SCORE BOARD

Paramount

"Sabrina"—High rating.

Texas D-I Convention Open To Entire Trade

LUBBOCK, TEX.—Preston Smith, president, Texas Drive-In Theatre Owners Association, announced last week that plans were being completed for the state-wide convention to be held at the Plaza Hotel, San Antonio, Tex., on Aug. 22-23-24, at which the group will host a gathering of the International Drive-In Theatre Owners Association.

Arthur Landsman, Rigsby Drive-In, San Antonio, has been named general chairman, supported by Al Reynolds, program chairman; Tim Ferguson, finance chairman; Eddie Joseph, nominating committee chairman and election judge; and Gene Miller, registration chairman. He will be further assisted by other San Antonio drive-in operators including S. K. Barry, Fiesta Drive-In; Dan W. Goodwin, Fredericksburg Road Drive-In; Eph Charnisky, Charles Albert, San Pedro Outdoor Drive-In; and Tom Summers, El Capitan Drive-In.

Among the expected speakers are Charles Einfeld, 20th-Fox vice-president; Dr. Frank Tiller, Lamar Research Center, who has just finished a 10-month study of drive-in operations; William McCraw, executive director, Variety Clubs International; R. J. O'Donnell, Interstate Circuit; William R. Foreman, vice-president, Pacific Drive-In Theatres, Inc.; and Red Slocum, concessions.

The board will meet and elect officers.

Compo Ads Favored

NEW YORK—Only one of 31 editors and publishers who have so far replied to a COMPO questionnaire asking their opinion of COMPO ads now running in Editor and Publisher expressed disapproval, it was revealed last week.

Twenty-one of the 116 editors of large and small papers in all sections of the country to whom queries were sent replied that they had read the advertisements and liked them. Seven replied they had not read them, one was non-committal, and one card was a notice that a paper had ceased publication.

The survey covered at least two daily papers in every state of the Union. The replies came from 26 states and the District of Columbia.

O'Brien To Attend Functions

NEW YORK—It was learned last week that Tom O'Brien, a member of Parliament and an important figure in British labor, in this country to speak at the IATSE Cincinnati convention, will be guest of honor at MPAA functions in New York and Washington arranged by Eric A. Johnston, president.

NOTE: "Garden Of Evil" (20th-Fox). This picture was erroneously classified as "unobjectionable for general patronage." The correct classification of this film is "morally unobjectionable for adults."

PARAMOUNT

CONGRATULATES



CECIL B. DEMILLE

who was voted Top Producer-Director in the International Laurel Awards and whose boxoffice triumph, "The Greatest Show On Earth," was voted Best Dramatic Picture of the Last Five Years . . .

PARAMOUNT

LOOKS FORWARD WITH PRIDE TO

THE TEN COMMANDMENTS

now in production by Mr. DeMille, photographed in the the thrilling magnificence of VistaVision—with the greatest cast ever assembled, and in color by Technicolor...

PARAMOUNT

THANKS EXHIBITORS

for their landslide vote in the Laurel Awards establishing that **Paramount** **Delivered 5 out of the 12 Best Money-Making Pictures of the Year.** And Paramount will maintain this box-office leadership in the future.

BETTER MANAGEMENT

*Valuable Exploitation Keys
To Profitable Merchandising*



When RKO's "Susan Slept Here" had its world premiere at the Golden Gate, San Francisco, recently, Harriet Parsons, producer, and Don Cornell, who recorded songs from the film for Coral, autographed records in the lobby. Center, Nash-Healey automobiles, used in the film, toured the streets bonnered with credits for the opening and a cavalcade of the cars

met Miss Parsans at the airport and escorted her around the city for TV and radio appearances and press interviews; while, at right, is shown one of the main window displays at Hales Department Store, where a model named Susan spent three days on a bed as advance promotion. Prizes were awarded those guessing correct weight of Susan and her bed.

Extensive Promotion Aids "GWTW" In South

JACKSONVILLE—Bob Skaggs, manager, Florida, recently completed an extensive and integrated promotion campaign for his Florida premiere of "Gone With The Wind" that reached a climax on opening day.

Panel trucks of the leading news agency in town carried special panel ad banners of the paper book edition, tying in the book with the picture and giving playdates. A steady sequence of TV and radio ad spots carried the picture's message to thousands.

Forty news stands featured displays of the book and tie-ins. Several leading bookstores also had window displays and tie-in materials. The large downtown display window of the Florida National Bank, donated to merchants on a weekly basis, was used to house a striking display prepared by Bill Fegenbush, Florida art shop.

Thousands of heralds were handed out door to door and placed in downtown automobiles. Members of the Restaurant Association cooperated by displaying "GWTW" table tents along with menus on tables and food and soda counters. "GWTW" blotters were given wide distribution in offices and business sections. The largest combined drugstore and restaurant in town had "GWTW" banners displayed over its food counters and featured a "Scarlett Sundae."

New lighted end panels, 11 feet wide and 7 feet high, were erected over the theatre's marquee. Finally, a group of four "Scarlett O'Haras" and three "Rhett But-

Paramount, Chesterfield Tieup

NEW YORK—Three pictures in Paramount's array of top product are currently enjoying national promotion under a television advertising tieup with Chesterfield cigarettes. The films are "Sabrina," "About Mrs. Leslie," and "Rear Window."

The tieup was arranged by Paramount's publicity department, with Cunningham and Walsh agency for Chesterfield.

All Chesterfield television shows are running one or two Chesterfield commercial trailers featuring a player from each film.

Scenes from the respective player's picture are used in the commercial trailers along with audio plugs for the film in conjunction with the endorsement of Chesterfields by the actress.

lers," recruited from the staffs, was dressed in authentic reproductions of ante-bellum costumes. The group traveled downtown sidewalks, and paraded into stores, offices, restaurants, and gathering places.



Jae Archaletta, manager, Paramount, Denver, aided by Jock Wodell, Wolfberg Theatres city manager, and Velmo Buckley, advertising manager, recently worked out an advance campaign for U-I's "Johnny Dork," featuring the above Cross Country Drive Machine in the lobby which gave patrons a chance to win free passes.

Local Level Tieup

NEW YORK—A local-level contest for RKO's "Susan Slept Here" is being run by Bell Records through the nation's disc jockeys, it was announced last week by Charles Boasberg, general sales manager. Since the Powell recording is the star's first in nine years, the promotion will be handled as a "Mystery Voice" contest.

The record company is contacting the local disc jockeys as soon as a theatre playdate is made for the territories. It is planned that the theatres will provide free tickets to the first few who identify the "Mystery Voice."

Gas Deal For "Susan"

NEW YORK—A nation-wide tieup for "Susan Slept Here" with strong local-level impact has been set by RKO with the American Gas Association and its affiliate, the Gas Appliance Manufacturer's Association, it was revealed last week.

The AGA will supply its 12,000 members with newspaper ads, displays and special material for use in connection with local play dates.



Jock Tharsan, manager, Manor, Son Mateo, Cal., recently set up a stunt with the local police department when "Black Flame," featured in U-I's "Black Horse Canyon," visited his town. He arranged with the police to pick up the horse for parking in front of a fire hydrant as part of the community's drive against the parking violators.

DEAL DIRECT AND SAVE

on Quality Theatre Equipment

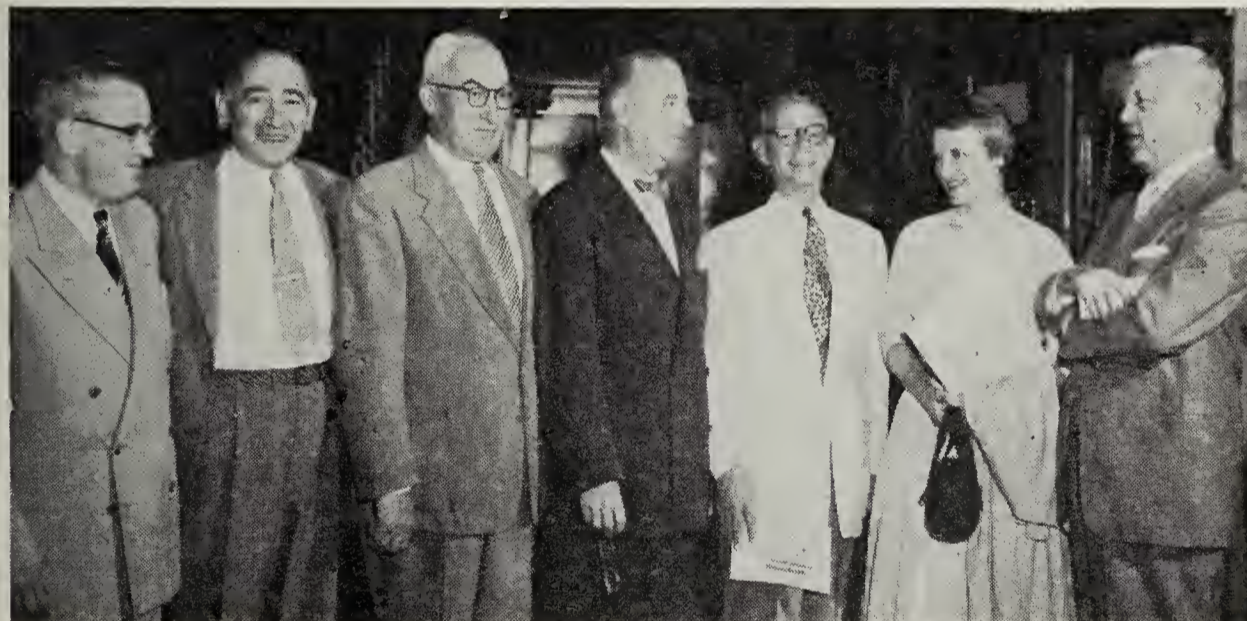
Factory-to-you Values on the BEST for Drive-ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE.



First American products, inc.
1717 Wyandotte St., Kansas City 8, Mo.



Among the host of industryites viewing 20th-Fox's "The Advancing Techniques of CinemaScope" in Amsterdam, N. Y., are, left to right, Sid Kallet, Oneida, N. Y.; Jim Connelly, 20th-Fox representative; and N. Rosen, also representing the 20th-Fox home office. The huge gathering was quite impressed.



Seen at the Milwaukee screening are, left to right, Jack Lorentz, 20th-Fox local branch manager; Jake Eskin, Eskin Circuit's Baraboo; Paul Nowatzke, Mukwago, Wis.; Moe Levy, 20th-Fox midwest division manager; John Schuyler, Lelft Circuit, Marquette, Mich.; Janet Skrivseth, The Green Bay, Wis., Post Gazette; and Harold Fitzgerald, Fox Wisconsin Theatres. Lorentz served as host for the show.



Wometco Circuit executives seen at the Florida, Jacksonville, with T. P. Tidwell, 20th-Fox branch manager, left, include Harvey Fleischman, Roy Schechter, Paul Wilson, Sonny Shepherd, and Herman Silverman, all of whom agreed that the demonstration was certainly a most impressive success.



Seen in Atlanta are James Harrison, Wilby Kinney Circuit; Harry Ballance, 20th-Fox division manager; and Emil Bernstecker, Wilby Kinney.

MOTION PICTURE
EXHIBITOR
FEATURE

Second Sight

BRANCH managers, division managers, and 20th-Fox home office representatives were hosts recently at a series of national demonstrations designed to show the impressive advances, technical and photographic, of CinemaScope, made possible through an improved lens manufactured by Bausch and Lomb. Exhibitors, press representatives, and other industryites, who were treated to a preview of scenes from forthcoming CinemaScope productions, came to the conclusion that the company was constantly learning newer and better ways to handle its highly successful development. Also the center of much favorable comment was the improved stereophonic sound accompanying the test footage.

Scenes were shown from "Broken Lance," "A Woman's World," "Untamed," "There's No Business Like Show Business," "Garden of Evil," and "The Egyptian," with Darryl Zanuck, production chief, narrating. In Zanuck's words, the CinemaScope story now has "a happy ending, and what is more important, a very bright future."



Attending in Seattle are Reville Kniffin, 20th-Fox; Mrs. Frank Newman; Jack Burk, 20th-Fox; and Frank Newman, veteran area exhibitor.



Also attending the Amsterdam screening are, left to right, Connelly, Donald Schine, Schine Circuit executive, and Mayor Burtis E. Deal.



The Pittsburgh demonstration of 20th-Fox's technical achievements drew, left to right, T. O. McCleaster, 20th-Fox central division manager; Harry Hendel, Granada; Al Levy, Pittsburgh branch manager; and Bert M. Starn, Cooperative Theatre Service, among many other industryites and press personnel.



The Portland demonstration drew crowds to the Oriental, and seen, left to right, are Art Adamson, Adamson Theatre Circuit; Kniffin, 20th-Fox assistant western division manager; Joe Rosenberg, Spokane Theatre Circuit; Henry Swanson, Roseburg, Ore.; and Charles Powers, local branch manager.



Seen at Loew's Poli, New Haven, another demonstration spot, are, left to right, George Wilkinson, Jr., and Mrs. George Wilkinson, Sr., Wallingford, Conn.; J. J. Hoffman, P. Perokas, and M. Hoffman, Connecticut Theatres, New Haven; and Glenn Norris, 20th-Fox eastern sales manager and host.



Among those at the Indianapolis screening are, left to right, Walter Wolverton, advertising manager, Indiana; Al Hendricks, manager, Indiana; McCleaster; Bob Conn, 20th-Fox branch manager; and Dale McFarland, general manager, Greater Amusement Company, Indianapolis, all smiling.



Attending the San Francisco session of the national screenings are, left to right, Rotus Harvey, Westland Theatres; Morris Rosenberg, T and D Theatres; Fred Dixon, T and D; Bob Naify, T and D; and Jack Erickson, 20th-Fox San Francisco branch manager. The showings drew lots of industryites.



All over the nation, exhibitors, press representatives, and others flocked to the screenings, and seen in Chicago are, left to right, Alex Harrison, 20th-Fox western sales manager; Dave Wallerstein, B and K Circuit; Tom Gilliam, 20th-Fox Chicago branch manager; James Coston; and Otto K. Eitel, Palace. The demonstration featured scenes from forthcoming features.



Seen at the Fox, Philadelphia, are, left to right, Harry Dembow, Dembow Circuit; Roy Sullender, National Service Corporation Buying and Booking Service; Ike Levy, Greenwood, Trenton, N. J.; Norris; L. Kreiger, Stanley Warner Theatres; M. Moskowitz, 20th-Fox eastern division manager; Harold Seidenberg, Fox managing director; and S. E. Diamond, branch manager.

STUDIO SURVEY

DEPARTMENT

AUGUST 4, 1954 • VOL. 7, No. 8





TECHNICOLOR IS THE REGISTERED TRADE-MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER



LEADING off this sixth annual INTERNATIONAL LAUREL AWARDS issue of STUDIO SURVEY is something new, MOTION PICTURE EXHIBITOR's first presentation of its FIVE YEAR AWARDS. It seems an apt time to look back, now that the department enters the second half of its first decade, upon the films and players whose work over the past five years stands out in the minds of the nation's theatremen.

It has been a hectic five years, packed with disappointments and discoveries and highlighted by the industry's shaking off of its post-war lethargy to emerge once again as the top entertainment medium. On the pages that follow will be seen the personalities responsible for the best in filmmaking during that eventful period, as determined by the men who play the pictures.

When last year's INTERNATIONAL LAUREL AWARDS issue appeared, Hollywood was "in a state of change due to the technical improvements going on . . ." A year has passed, but the situation might be described in those same words today.

While the technical revolution is hardly over, however, things have stabilized sufficiently to permit certain generalizations, the most important being that pictures have become bigger—in every way. They are wider, they are higher, and the big budget has become the rule rather than the exception. With competition at its keenest for the entertainment dollar, the motion picture industry has put its best foot forward with a vengeance.

The year 1953 was a year of big films. Color was used more extensively than ever before as it became clear that the new wide-screen presentations were most effective when accompanied by natural hues. Third-dimensional photography appeared to lose favor with producers and patrons alike, but was deemed far from dead. New sound techniques were bringing added excitement into the theatre, giving the huge wide-screen audial direction. The feature film was ever more important, but interest in short subjects declined proportionately. Technically, 1953 was also hectic.

The quality of the story, acting, production, direction, and other facets of the industry likewise increased in importance, lending added weight to this year's regular INTERNATIONAL LAUREL AWARDS competition. Those persons honored in this issue represent the best of the industry at its best. Many faces have been seen on these pages before and will be seen again, for in a period of industry flux, talent is a constant commodity. New faces are abundant as always, for the lifeblood of any industry is its youth, and it can safely be predicted that many persons seen here for the first time will be no strangers to exhibitors in years to come.

MOTION PICTURE EXHIBITOR and the nation's showmen here salute Hollywood, convinced that its future will be even brighter than its colorful past.

THE EDITORS

STUDIO SURVEY appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR and is devoted exclusively to the arts, people, creative ability, and physical properties making up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to editorial director Poul Manning, 304 South Commonwealth, Los Angeles 5, California. For all other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clorion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street.

Credits for this section: Max Cades, production; Al Erlick, layout; Theresa Gotwols, assistant.



DRAMATIC FEATURES



Producer-Director
CECIL B. DE MILLE

PARAMOUNT's

"THE GREATEST SHOW ON EARTH"

Starring BETTY HUTTON, CORNEL WILDE,
CHARLTON HESTON, DOROTHY LAMOUR,
GLORIA GRAHAME, JAMES STEWART

With HENRY WILCOXON, LYLE BETTGER, LAWRENCE TIERNEY,
EMMETT KELLY, CUCCIOLA, ANTOINETTE CONCELLO,
JOHN RINGLING NORTH

Produced and directed by CECIL B. DE MILLE
Color by Technicolor

WARNERS'

"JOHNNY BELINDA"

Starring JANE WYMAN, LEW AYRES

With CHARLES BICKFORD, AGNES MOOREHEAD, STEPHEN McNALLY,
JAN STERLING

Produced by JERRY WALD Directed by JEAN NEGULESCO



Producer
JERRY WALD



Director
JEAN NEGULESCO

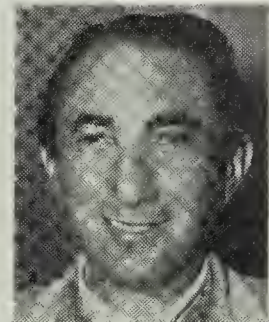
MGM's

"THE STRATTON STORY"

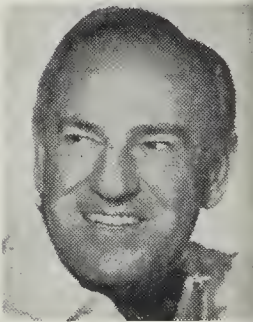
Starring JAMES STEWART, JUNE ALLYSON

With FRANK MORGAN, AGNES MOOREHEAD, BILL WILLIAMS

Produced by JACK CUMMINGS Directed by SAM WOOD



Producer
JACK CUMMINGS



Director
SAM WOOD

20TH-FOX's

"THE SNAKE PIT"

Starring OLIVIA DE HAVILLAND, MARK STEVENS

With LEO GENN, CELESTE HOLM, GLENN LANGAN, HELEN CRAIG,
NATALIE SCHAFER, RUTH DONNELLY, DAMIAN O'FLYNN

Produced by ANATOLE LITVAK and ROBERT BASSLER
Directed by ANATOLE LITVAK



Co-producer-Director
ANATOLE LITVAK



Co-producer
ROBERT BASSLER

20TH-FOX's

"ALL ABOUT EVE"

Starring BETTE DAVIS, ANNE BAXTER,
GEORGE SANDERS, CELESTE HOLM

With GARY MERRILL, HUGH MARLOWE, GREGORY RATOFF,
THELMA RITTER, MARILYN MONROE

Produced by DARRYL F. ZANUCK
Directed by JOSEPH L. MANKIEWICZ



Producer
DARRYL F. ZANUCK



Director
JOS. L. MANKIEWICZ

MUSICAL FEATURES

MGM's

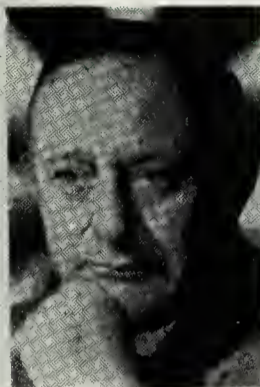
"ANNIE GET YOUR GUN"

Starring BETTY HUTTON, HOWARD KEEL

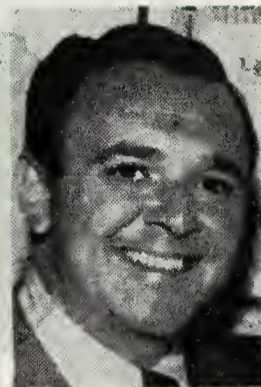
With LOUIS CALHERN, J. CARROL NAISH, EDWARD ARNOLD, KEENAN WYNN

Produced by ARTHUR FREED
Color by Technicolor

Directed by GEORGE SIDNEY



Producer
ARTHUR FREED



Director
GEORGE SIDNEY



Producer
LAMAR TROTTI



Director
WALTER LANG

20TH-FOX's

"WITH A SONG IN MY HEART"

Starring SUSAN HAYWARD, RORY CALHOUN,
DAVID WAYNE, THELMA RITTER

With ROBERT WAGNER, HELEN WESTCOTT, UNA MERKEL,
RICHARD ALLAN

Produced by LAMAR TROTTI
Color by Technicolor

Directed by WALTER LANG



Producer
ARTHUR FREED



Director
GEORGE SIDNEY

MGM's

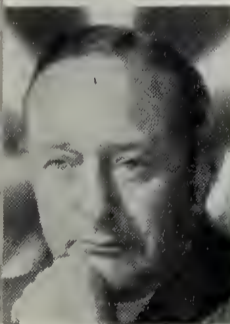
"SHOW BOAT"

Starring KATHRYN GRAYSON, AVA GARDNER,
HOWARD KEEL

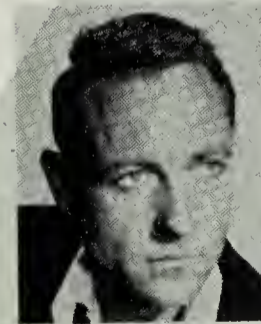
With JOE E. BROWN, MARGE CHAMPION, GOWER CHAMPION,
ROBERT STERLING

Produced by ARTHUR FREED
Color by Technicolor

Directed by GEORGE SIDNEY



Producer
ARTHUR FREED



Director
CHARLES WALTERS

MGM's

"EASTER PARADE"

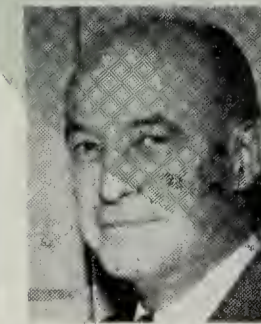
Starring JUDY GARLAND, FRED ASTAIRE,
PETER LAWFORD, ANN MILLER

Produced by ARTHUR FREED
Color by Technicolor

Directed by CHARLES WALTERS



Producer
JACK CUMMINGS



Director
RICHARD THORPE

MGM's

"THREE LITTLE WORDS"

Starring FRED ASTAIRE, RED SKELTON,
VERA-ELLEN

With ARLENE DAHL, KEENAN WYNN, GALE ROBBINS,
GLORIA DE HAVEN, PHIL REGAN

Produced by JACK CUMMINGS
Color by Technicolor

Directed by RICHARD THORPE



ACTION ADVENTURE FEATURES



Producer: SAM ZIMBALIST
Co-directors:
COMPTON BENNETT and ANDREW MARTON

MGM's

"KING SOLOMON'S MINES"

Starring DEBORAH KERR, STEWART GRANGER
With RICHARD CARLSON, HUGO HAAS, LOWELL GILMORE

Produced by SAM ZIMBALIST
Directed by COMPTON BENNETT and ANDREW MARTON
Color by Technicolor

UNITED ARTISTS'

"HIGH NOON"

Starring GARY COOPER
With THOMAS MITCHELL, LLOYD BRIDGES, KATY JURADO,
GRACE KELLY, OTTO KRUGER, LON CHANEY, HENRY MORGAN

Produced by STANLEY KRAMER Directed by FRED ZINNEMAN



Producer
STANLEY KRAMER



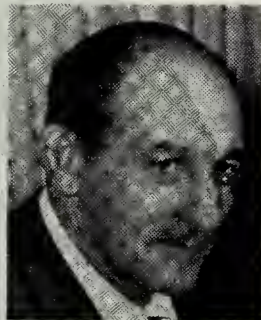
Director
FRED ZINNEMAN

U-I's

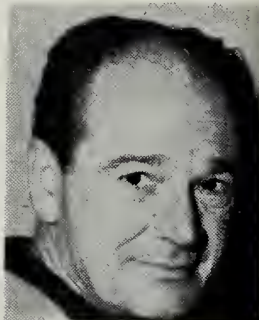
"BEND OF THE RIVER"

Starring JAMES STEWART, ARTHUR KENNEDY,
JULIA ADAMS, ROCK HUDSON
With LORI NELSON, JAY C. FLIPPEN, STEPIN FETCHIT

Produced by AARON ROSENBERG Directed by ANTHONY MANN
Color by Technicolor



Producer
AARON ROSENBERG



Director
ANTHONY MANN

UNITED ARTISTS'

"THE AFRICAN QUEEN"

Starring HUMPHREY BOGART, KATHERINE HEPBURN
With ROBERT MORLEY, PETER BULL, PETER SWANWICK,
THEODORE BIKEL, RICHARD MARNER

Produced by S. P. EAGLE Directed by JOHN HUSTON
Color by Technicolor



Producer
S. P. EAGLE



Director
JOHN HUSTON

20th-FOX's

"BROKEN ARROW"

Starring JAMES STEWART
With JEFF CHANDLER, DEBRA PAGET, BASIL RUYSDAEL, WILL GEER,
JOYCE MacKENZIE, ARTHUR HUNNICUTT

Produced by JULIAN BLAUSTEIN Directed by DELMER DAVES
Color by Technicolor



Producer
JULIAN BLAUSTEIN



Director
DELMER DAVES

COMEDY FEATURES

20TH-FOX's

"SITTING PRETTY"

Starring ROBERT YOUNG, MAUREEN O'HARA,
CLIFTON WEBB

With RICHARD HAYDEN, LOUISE ALLBRITTON, RANDY STUART,
ED BEGLEY, LARRY OLSEN, JOHN RUSSELL, BETTY ANN LYNN,
WILLARD ROBERTSON

Produced by SAMUEL G. ENGEL

Directed by WALTER LANG



Producer
SAMUEL G. ENGEL



Director
WALTER LANG



Producer
PANDRO S. BERMAN



Director
VINCENTE MINNELLI

MGM's

"FATHER OF THE BRIDE"

Starring SPENCER TRACY, JOAN BENNETT,
ELIZABETH TAYLOR

With DON TAYLOR, BILLIE BURKE, LEO G. CARROLL, MORONI OLSEN

Produced by PANDRO S. BERMAN

Directed by VINCENTE MINNELLI



Producer
L. WEINGARTEN



Director
GEORGE CUKOR

MGM's

"ADAM'S RIB"

Starring SPENCER TRACY, KATHERINE HEPBURN

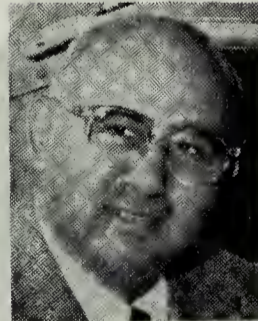
With JUDY HOLLIDAY, DAVID WAYNE, TOM EWELL, JEAN HAGEN

Produced by LAWRENCE WEINGARTEN

Directed by GEORGE CUKOR



Producer
HAL B. WALLIS



Director
NORMAN TAUROG

PARAMOUNT's

"JUMPING JACKS"

Starring DEAN MARTIN, JERRY LEWIS

With MONA FREEMAN, DON DE FORE, ROBERT STRAUSS,
DICK ERDMAN, RAY TEAL, MARCY McGUIRE, DANNY ARNOLDS

Produced by HAL B. WALLIS

Directed by NORMAN TAUROG



Producer
LAMAR TROTTI



Director
WALTER LANG

20TH-FOX's

"CHEAPER BY THE DOZEN"

Starring CLIFTON WEBB, JEANNE CRAIN,
MYRNA LOY

With BETTY LYNN, EDGAR BUCHANAN, BARBARA BATES,
MILDRED NATWICK, SARA ALLGOOD, JIMMY HUNT

Produced by LAMAR TROTTI

Directed by WALTER LANG

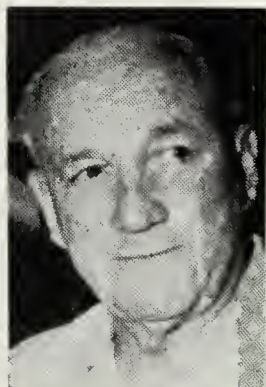
Color by Technicolor



DOCUMENTARY DRAMA FEATURES



Producer
EDMUND GRAINGER



Director
ALLAN DWAN

REPUBLIC's

"SANDS OF IWO JIMA"

Starring JOHN WAYNE, JOHN AGAR,
ADELE MARA, FORREST TUCKER

With WALLY CASSELL, JAMES BROWN, RICHARD WEBB,
ARTHUR FRANZ, JULIE BISHOP, JAMES HOLDEN

Produced by EDMUND GRAINGER

Directed by ALLAN DWAN

20TH-FOX's

"TWELVE O'CLOCK HIGH"

Starring GREGORY PECK

With HUGH MARLOWE, GARY MERRILL, MILLARD MITCHELL,
DEAN JAGGER, ROBERT ARTHUR, PAUL STEWART

Produced by DARRYL F. ZANUCK

Directed by HENRY KING



Producer
DARRYL F. ZANUCK



Director
HENRY KING

MGM's

"THE GREAT CARUSO"

Starring MARIO LANZA, ANN BLYTH,
DOROTHY KIRSTEN, JARMILA NOVOTNA,
BLANCHE THEBOM

With TERESA CELLI, RICHARD HAGEMAN, CARL BENTON REID

Produced by JOSEPH PASTERNAK

Directed by RICHARD THORPE

Color by Technicolor



Producer
JOSEPH PASTERNAK



Director
RICHARD THORPE

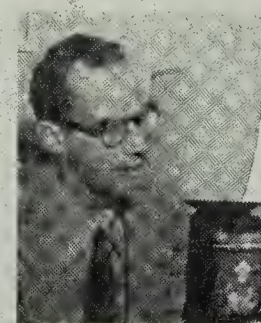
MGM's

"ABOVE AND BEYOND"

Starring ROBERT TAYLOR, ELEANOR PARKER

With JAMES WHITMORE, MARILYN ERSKINE

Produced and directed by NORMAN PANAMA and MELVIN FRANK



Co-producers—Co-directors
NORMAN PANAMA and MELVIN FRANK

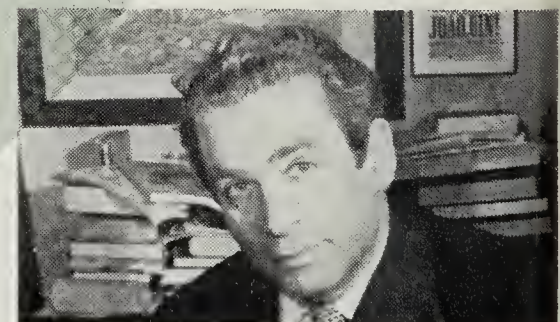
LIPPERT's

"THE STEEL HELMET"

Starring GENE EVANS

With ROBERT HUTTON, STEVE BRODIE, JAMES EDWARDS,
RICHARD LOO, SID MELTON

Produced and directed by SAMUEL FULLER



Producer-Director
SAMUEL FULLER

Thank you for the Laurels —
We shall not rest on them.

Cecil B. deMille.

In re-release:
THE GREATEST SHOW ON EARTH

In production:
THE TEN COMMANDMENTS



SINCERE THANKS.

ARTHUR FREED

MGM

"ANNIE GET YOUR GUN"

"SHOWBOAT"

"EASTER PARADE"

5 YEAR LAUREL WINNERS
1948-53



MEMBER OF
SCREEN PRODUCERS GUILD

with Sincere Thanks,

GEORGE SIDNEY

Director

"ANNIE GET YOUR GUN"

BEST FEATURE MUSICAL
5 YEAR LAUREL AWARDS

"SHOWBOAT"

NUMBER THREE MUSICAL
5 YEAR LAUREL AWARDS
1948-53



Sincere thanks,

JACK CUMMINGS

PRODUCER



"THE STRATTON STORY"

"THREE LITTLE WORDS"

FIVE YEAR LAUREL AWARDS



THANK YOU,

SAM ZIMBALIST

PRODUCER

"KING SOLOMON'S MINES"

5 YEAR LAUREL WINNER
1948-53



"MOGAMBO"

1953-54 LAUREL



MEMBER OF
SCREEN PRODUCERS GUILD



ACKNOWLEDGEMENT:

We of the Republic Pictures organization are grateful to Jay Emanuel and The Exhibitor for such a signal honor, the LAUREL AWARD, which has been accorded "SANDS OF IWO JIMA."

Very sincerely,

Herbert J. Yates

PRESIDENT

REPUBLIC PICTURES

Dear Exhibitors:

I sincerely appreciate
your Laurel Award Honor
to "Sands of Iwo Jima."

Gratefully,
ALAN DWAN
Director



"SANDS OF IWO JIMA"
5 YEAR LAUREL WINNER
1948-53



My Heartfelt Thanks!

SAMUEL G. ENGEL

Producer

20TH CENTURY-FOX STUDIO



"SITTING PRETTY"
BEST FEATURE COMEDY
5 YEAR LAUREL AWARDS
1948-53



MEMBER OF
SCREEN PRODUCERS GUILD

My Sincere Appreciation

WALTER LANG

Director

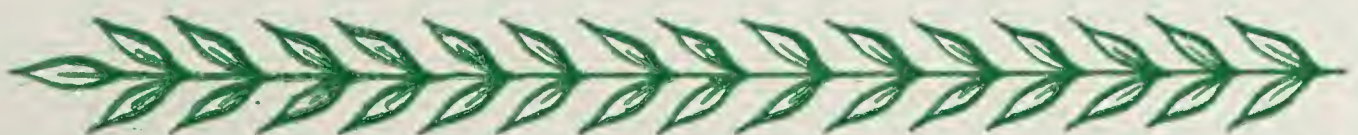
Twentieth Century-Fox Film Corporation



"SITTING PRETTY"
BEST FEATURE COMEDY
5 YEAR LAUREL AWARD
1948-53



"WITH A SONG IN MY HEART"
"CHEAPER BY THE DOZEN"
5 YEAR LAUREL WINNERS
1948-53



Gratefully:

PANDRO BERMAN

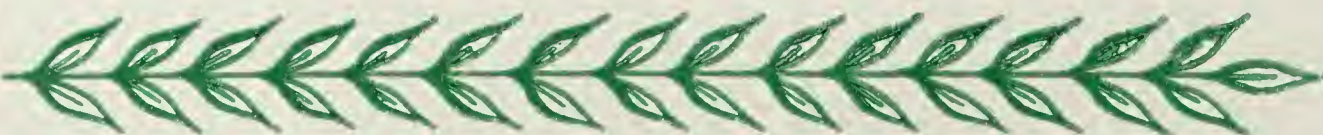
Producer



"FATHER OF THE BRIDE"
5 YEAR LAUREL AWARD
1948-53



MEMBER OF
SCREEN PRODUCERS GUILD



EXHIBITORS:

My sincere thanks.

JOE PASTERNAK

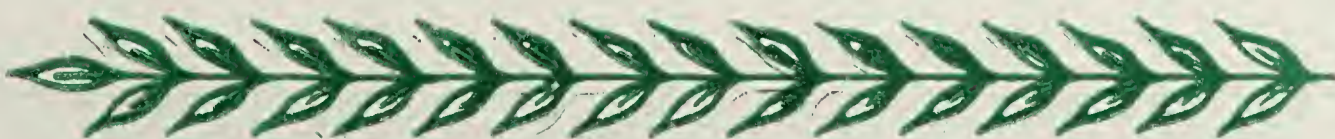
"THE GREAT CARUSO"
5 YEAR LAUREL WINNER
1948-53



"THE FLAME AND THE FLESH"
"THE STUDENT PRINCE"
"ATHENA"



MEMBER OF
SCREEN PRODUCERS GUILD



JERRY WALD PRODUCED

THE MAN WHO CAME TO DINNER
 THE HARD WAY
 ACROSS THE PACIFIC
 ACTION IN THE NORTH ATLANTIC
 GEORGE WASHINGTON SLEPT HERE
 DESTINATION TOKYO
 IN OUR TIME
 THE VERY THOUGHT OF YOU
 MILDRED PIERCE
 PRIDE OF THE MARINES
 OBJECTIVE BURMA
 HUMORESQUE
 POSSESSED
 THE UNFAITHFUL
 DARK PASSAGE
 THE ADVENTURES OF DON JUAN
 JOHNNY BELINDA
 KEY LARGO
 FLAMINGO ROAD
 JOHN LOVES MARY
 TASK FORCE
 ALWAYS LEAVE THEM LAUGHING
 THE INSPECTOR GENERAL
 THE BREAKING POINT
 CAGED
 THE DAMNED DON'T CRY
 THE GLASS MENAGERIE
 YOUNG MAN WITH A HORN
 THE BLUE VEIL
 CLASH BY NIGHT
 THE LUSTY MEN

1953—Executive Producer—Columbia Pictures

PERSONAL PRODUCTIONS

1953—MISS SADIE THOMPSON

1954—JOSEPH AND HIS BRETHERN
 REMINISCENCES OF A COWBOY
 JUBAL TROOP



SINCERE THANKS.

ROBERT BASSLER

Producer

... 1954 PRODUCTIONS

★ "BENEATH THE 12 MILE REEF"

... COMPLETED

★ "SUDDENLY"

... IN PRODUCTION

★ "GENTLEMEN MARRY BRUNETTES"



"THE SNAKE PIT"
CO-PRODUCED WITH
ANATOLE LITVAK

5 YEAR LAUREL
AWARD WINNER



EXHIBITORS:

*My sincere THANKS
for your LAUREL AWARD to
"BEND OF THE RIVER"*

Cordially,

ANTHONY MANN

Director



"BEND OF THE RIVER"
5 YEAR LAUREL WINNER
1948-53



My Sincere Thanks.

ROBERT L. LIPPERT



RELEASED

"THE STEEL HELMET"

A 5 YEAR

LAUREL AWARD WINNER





OLIVIA DE HAVILLAND
"The Snake Pit"



JANE WYMAN
"Johnny Belinda"



ANNE BAXTER
"All About Eve"

TOPLINER
**FEMALE
DRAMATIC
PERFORMANCES**

1. OLIVIA DE HAVILLAND
"The Snake Pit"
2. JANE WYMAN
"Johnny Belinda"
3. JOAN CRAWFORD
"Sudden Fear"
4. ANNE BAXTER
"All About Eve"
5. SHIRLEY BOOTH
"Come Back, Little Sheba"



JOAN CRAWFORD
"Sudden Fear"



SHIRLEY BOOTH
"Come Back, Little Sheba"



TOPLINER

MALE DRAMATIC PERFORMANCES

1. KIRK DOUGLAS
"Detective Story"
2. JOSE FERRER
"Moulin Rouge"
3. JAMES STEWART
"The Stratton Story"
4. GREGORY PECK
"Twelve O'Clock High"
5. ROBERT TAYLOR
"Above and Beyond"



KIRK DOUGLAS
"Detective Story"



JOSE FERRER
"Moulin Rouge"



JAMES STEWART
"The Stratton Story"



GREGORY PECK
"Twelve O'Clock High"



ROBERT TAYLOR
"Above and Beyond"



BETTY HUTTON
"Annie Get Your Gun"

TOPLINER
**FEMALE
MUSICAL
PERFORMANCES**

1. BETTY HUTTON
"Annie Get Your Gun"
2. SUSAN HAYWARD
"With a Song in My Heart"
3. JUDY GARLAND
"Easter Parade"
4. KATHRYN GRAYSON
"Show Boat"
5. VERA-ELLEN
"Three Little Words"



SUSAN HAYWARD
"With a Song in My Heart"



JUDY GARLAND
"Easter Parade"



KATHRYN GRAYSON
"Show Boat"



VERA-ELLEN
"Three Little Words"



TOPLINER

MALE MUSICAL PERFORMANCES

1. HOWARD KEEL
"Annie Get Your Gun"
2. DONALD O'CONNOR
"Singin' in the Rain"
3. GENE KELLY
"Singin' in the Rain"
4. MARIO LANZA
"The Great Caruso"
5. FRED ASTAIRE
"Easter Parade"



HOWARD KEEL
"Annie Get Your Gun"



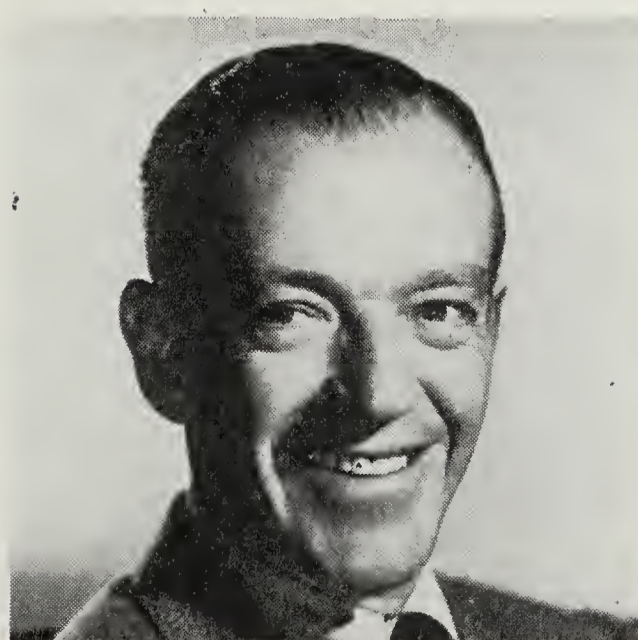
DONALD O'CONNOR
"Singin' in the Rain"



GENE KELLY
"Singin' in the Rain"



MARIO LANZA
"The Great Caruso"



FRED ASTAIRE
"Easter Parade"



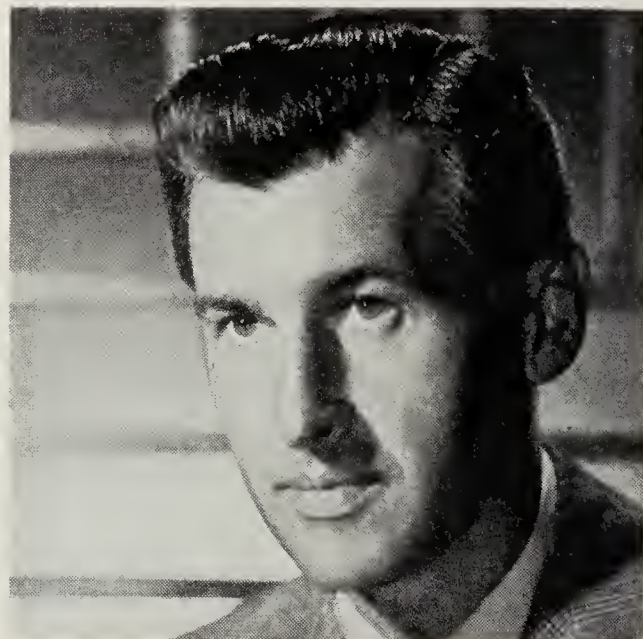
JOHN WAYNE
"Sands of Iwo Jima"

TOPLINER
**ACTION
PERFORMANCES**

1. JOHN WAYNE
"Sands of Iwo Jima"
2. JEFF CHANDLER
"Broken Arrow"
3. STEWART GRANGER
"King Solomon's Mines"
4. GENE EVANS
"The Steel Helmet"
5. KIRK DOUGLAS
"Champion"



JEFF CHANDLER
"Broken Arrow"



STEWART GRANGER
"King Solomon's Mines"



GENE EVANS
"The Steel Helmet"



KIRK DOUGLAS
"Champion"

**"THE STORY OF
ESTHER
COSTELLO"**

for Romulus

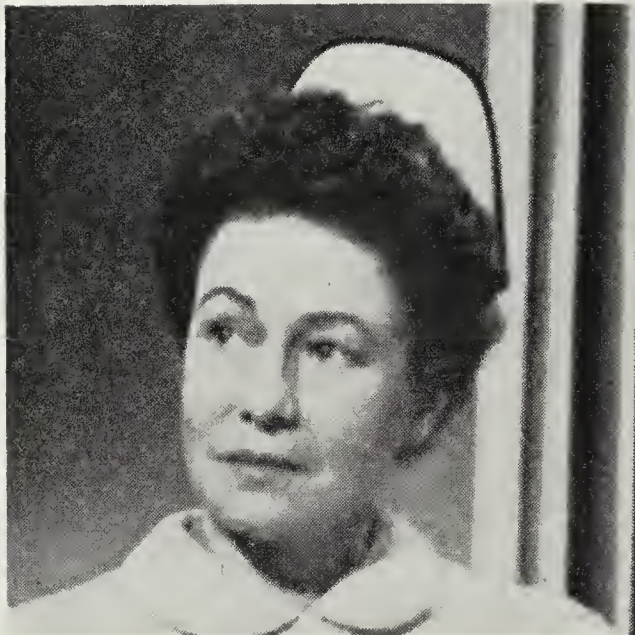
COMING FROM SAMUEL FULLER

**"RUN
OF THE
ARROW"**





GLORIA GRAHAME
"The Bad and the Beautiful"



THELMA RITTER
"With a Song in My Heart"



CELESTE HOLM
"The Snake Pit"

TOPLINER
**FEMALE
SUPPORTING
PERFORMANCES**

1. GLORIA GRAHAME
"The Bad and the Beautiful"
2. THELMA RITTER
"With a Song in My Heart"
3. KATY JURADO
"High Noon"
4. CELESTE HOLM
"The Snake Pit"
5. JUDY HOLLIDAY
"Adam's Rib"



KATY JURADO
"High Noon"



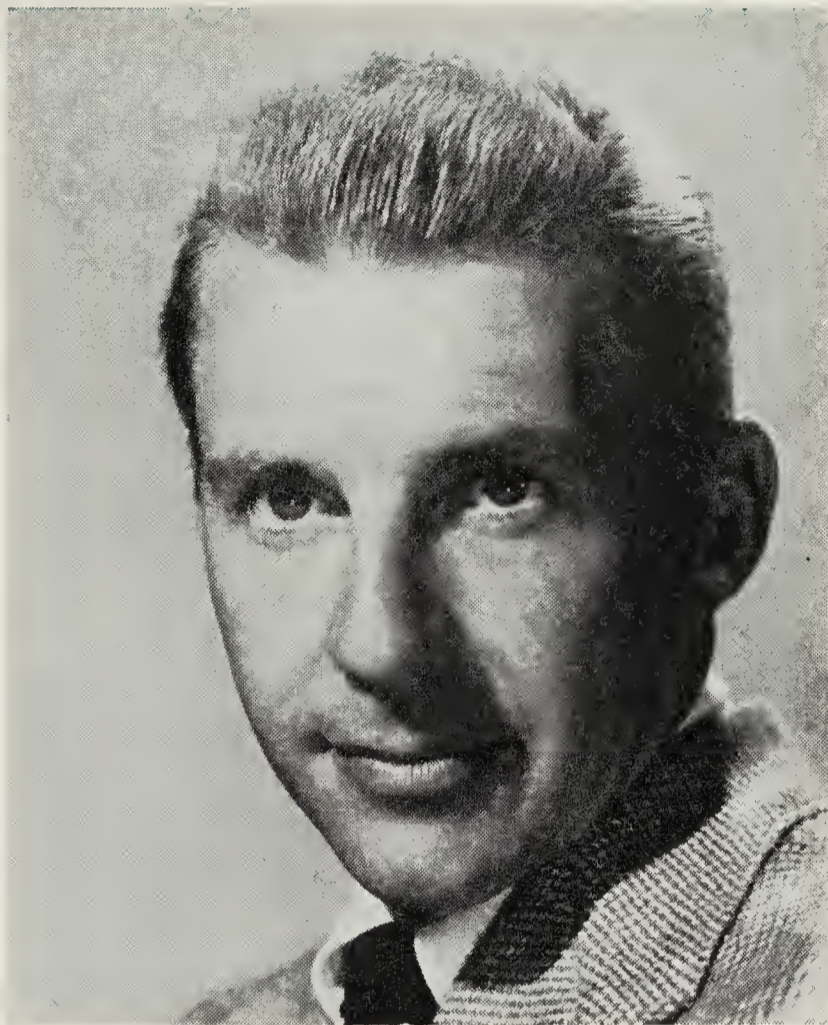
JUDY HOLLIDAY
"Adam's Rib"



TOPLINER

**MALE
SUPPORTING
PERFORMANCES**

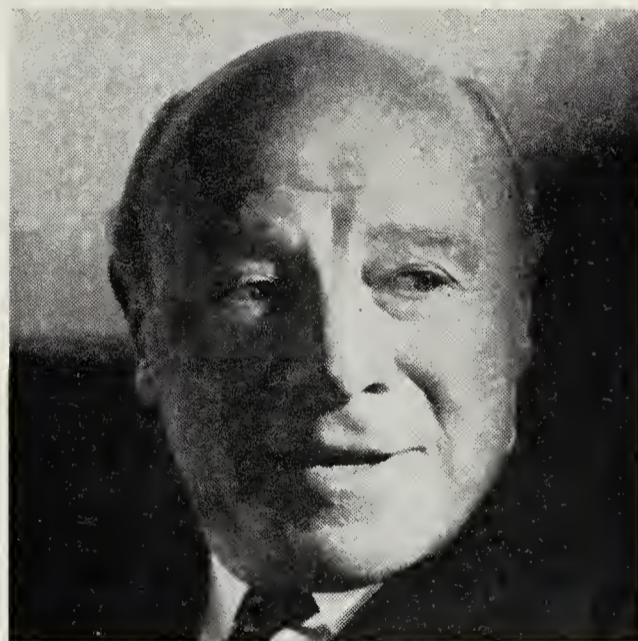
- 1. DAVID WAYNE
"Adam's Rib"
- 2. WILLIAM BENDIX
"Detective Story"
- 3. EDMUND GWENN
"Apartment for Peggy"
- 4. ARTHUR KENNEDY
"Champion"
- 5. LOUIS CALHERN
"Annie Get Your Gun"



DAVID WAYNE
"Adam's Rib"



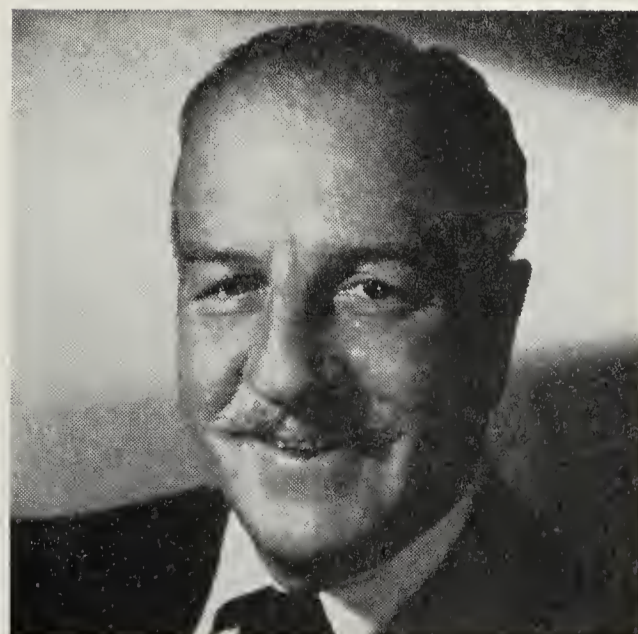
WILLIAM BENDIX
"Detective Story"



EDMUND GWENN
"Apartment for Peggy"



ARTHUR KENNEDY
"Champion"



LOUIS CALHERN
"Annie Get Your Gun"



CLIFTON WEBB
"Sitting Pretty"

TOPLINER
**COMEDY
PERFORMANCES**

1. CLIFTON WEBB
"Sitting Pretty"
2. HUMPHREY BOGART
"The African Queen"
3. DEAN MARTIN-JERRY LEWIS
"Jumping Jacks"
4. BOB HOPE
"Son of Paleface"
5. SPENCER TRACY
"Father of the Bride"



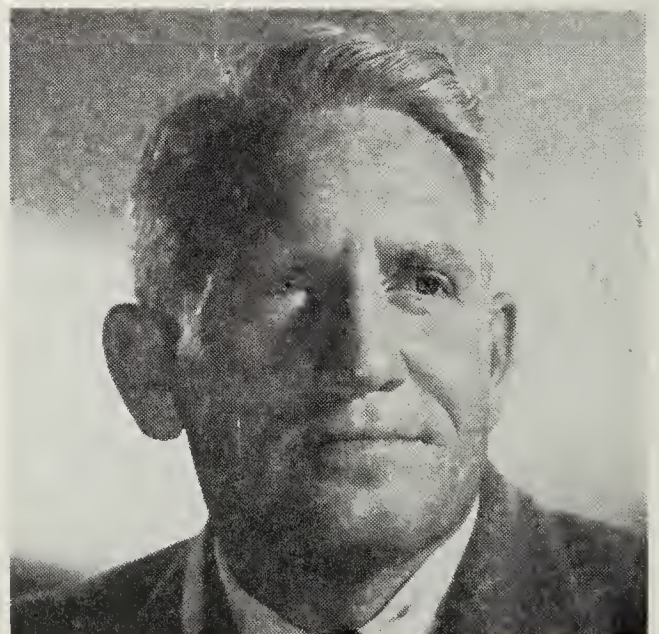
HUMPHREY BOGART
"The African Queen"



DEAN MARTIN-JERRY LEWIS
"Jumping Jacks"



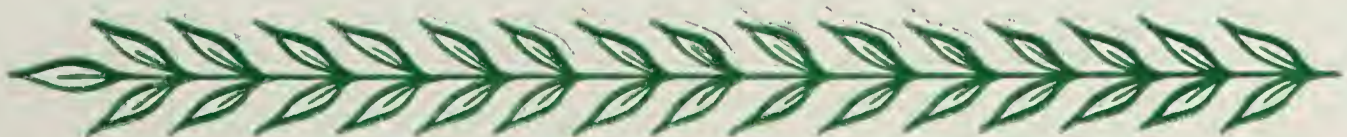
BOB HOPE
"Son of Paleface"




SPENCER TRACY
"Father of the Bride"

**THANK
YOU,**

Olivia de Havilland

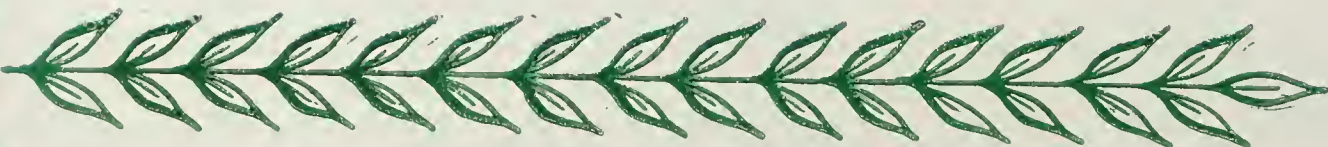




I am extremely delighted to have been voted the Exhibitor International Laurel Award. It is a great honor to have my performance in "Detective Story" selected the outstanding male acting performance of the past five years.

I sincerely hope that I can live up to this honor in my future performances.

Kirk Douglas



Thank You Sincerely.

HOWARD KEEL

PERFORMANCES IN
"ANNIE GET YOUR GUN"
5 YEAR LAUREL WINNER
1948-53

"KISS ME KATE"
1953-54 LAUREL AWARD WINNER



Exhibitors:

*May I express my
sincere thanks for this
Laurel Award.*

Gratefully,

CLIFTON WEBB

IN

"SITTING PRETTY"

5 YEAR LAUREL AWARD

BEST COMEDY PERFORMANCE

1948-1953



Sincere Thanks

JOHN WAYNE



GRATEFULLY,

Jane Wyman



PERFORMANCE IN
"JOHNNY BELINDA"
A 5 YEAR LAUREL BEST
1948-53



Gratefully
Joan Crawford



August 4, 1954

Gentlemen:

THANKS.

Sincerely,

Susan Hayward



EXHIBITORS:

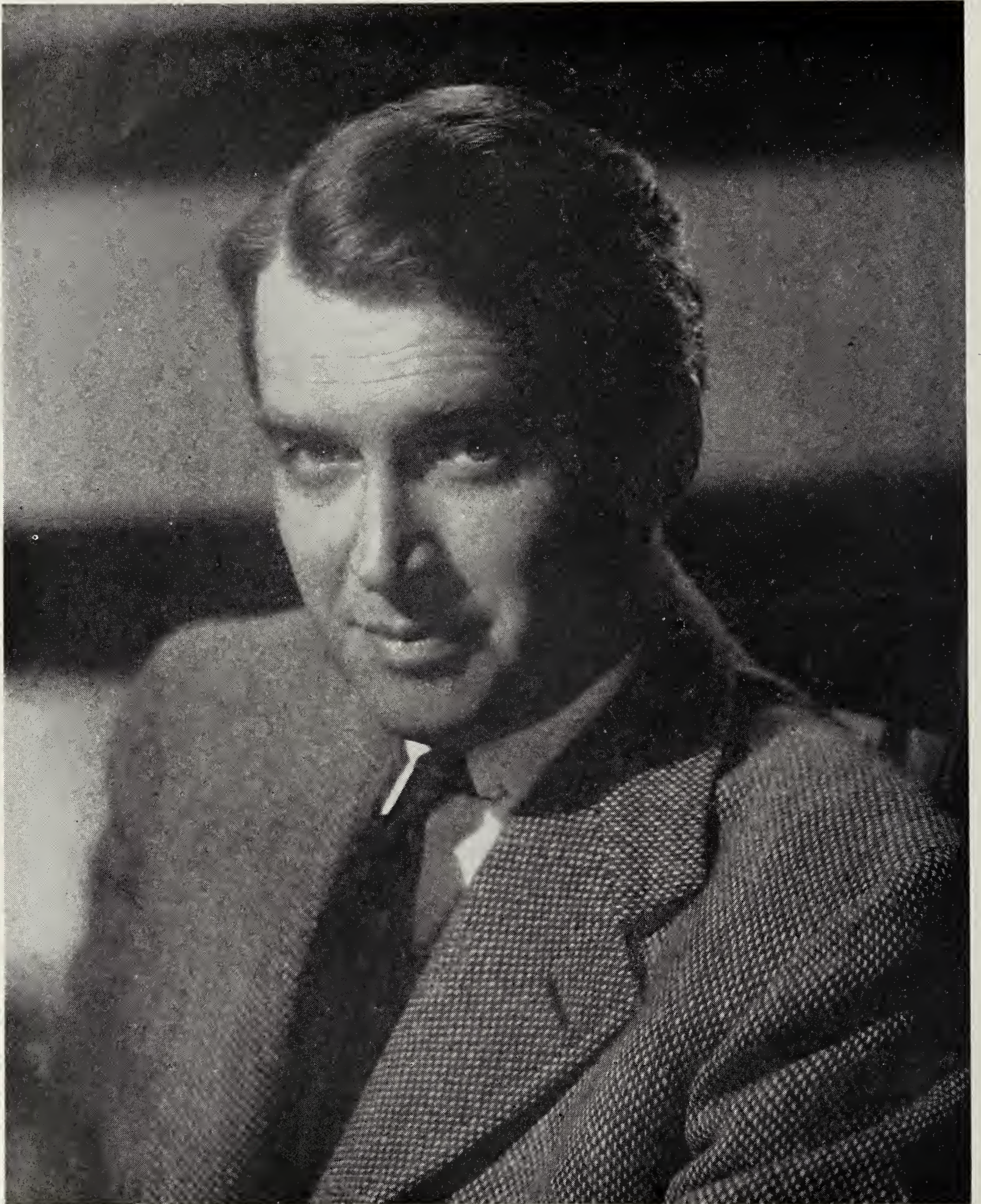
My Sincere Thanks.

José Ferrer



IN
"MOULIN ROUGE"
5 YEAR LAUREL
DRAMATIC AWARDS
1948-53





Thank You,

JAMES STEWART



Thanks,

BOB HOPE

A "TOP TEN" STAR

"SON OF PALEFACE"

A 5 YEAR
LAUREL AWARD
COMEDY PERFORMANCE



*With my sincere
appreciation,*

GREGORY PECK



Dear Mr. Exhibitor:

*This Laurel Award is
a wonderful event and I
thank you deeply.*

*Gratefully,
Gloria Grahame*



IN
"THE BAD and THE BEAUTIFUL"
BEST SUPPORTING ROLE
5 YEAR LAUREL AWARDS
1948-53



THANKS, FELLAS!

Sincerely,

Jeff Chandler



A "TOP TEN"
SCREEN STAR
1953-54



Thank You Exhibitors:

Cordially,

DAVID WAYNE



"ADAM'S RIB"
BEST SUPPORTING ROLE
5 YEAR LAUREL AWARDS
1948-53

Gratefully Yours,

EDMUND GWENN

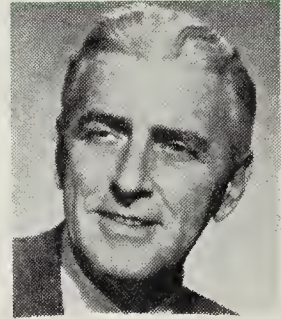


"AN APARTMENT FOR PEGGY"
A 5 YEAR LAUREL AWARD
PERFORMANCE
1948-53





Best Drama COLUMBIA's
"From Here To Eternity"



Producer:
 BUDDY ADLER



Director:
 FRED ZINNEMAN

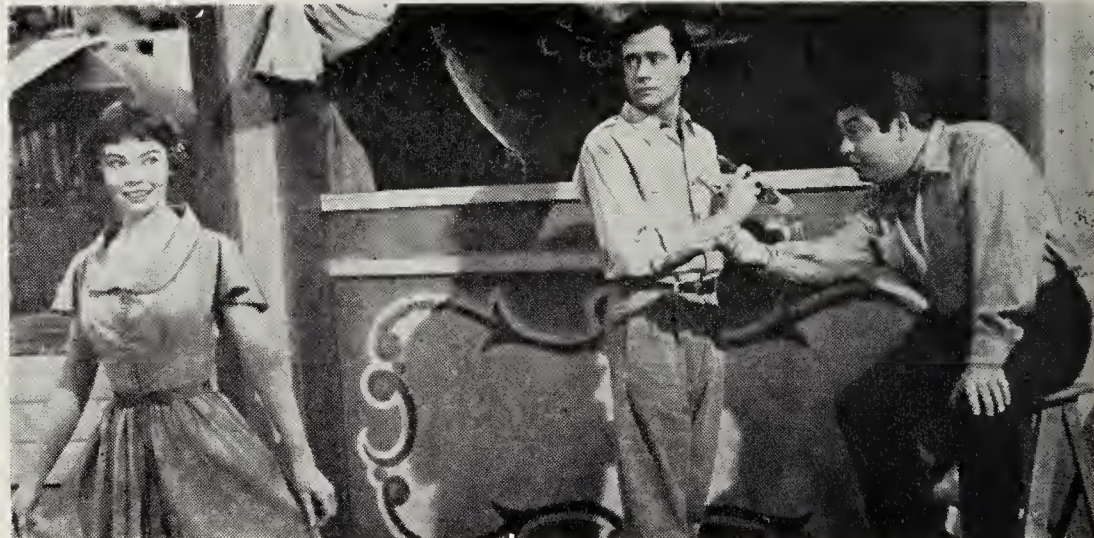
Starring BURT LANCASTER,
 MONTGOMERY CLIFT, DEBORAH KERR,
 FRANK SINATRA, DONNA REED
 With PHILIP OBER, MICKEY SHAUGHNESSY,
 HARRY BELLAVER, ERNEST BORGNINE
 Produced by BUDDY ADLER
 Directed by FRED ZINNEMAN



Producer:
 EDWIN H. KNOPF



Director:
 CHARLES WALTERS



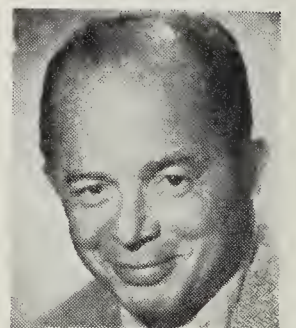
Starring LESLIE CARON, MEL FERRER,
 JEAN PIERRE AUMONT
 With ZSA ZSA GABOR, KURT KASZNAR
 Produced by EDWIN H. KNOPF
 Directed by CHARLES WALTERS
 Color by Technicolor

Best Musical

MGM's
"Lili"



Best Comedy Drama
 PARAMOUNT's
"Stalag 17"



Producer-Director:
 BILLY WILDER

Starring WILLIAM HOLDEN,
 DON TAYLOR, OTTO PREMINGER
 With ROBERT STRAUSS, HARVEY LEMBECK,
 RICHARD ERDMAN
 Produced and directed by BILLY WILDER





Producer-Director:
GEORGE STEVENS



Best Action-Drama

PARAMOUNT's

"Shane"

Starring ALAN LADD, JEAN ARTHUR,
VAN HEFLIN, BRANDON DE WILDE

With JACK PALANCE, BEN JOHNSON,
EDGAR BUCHANAN

Produced and directed by GEORGE STEVENS

Color by Technicolor



Producer:
SAM ZIMBALIST



Director:
JOHN FORD

Starring CLARK GABLE,
AVA GARDNER, GRACE KELLY
With DONALD SINDEN, PHILIP STANTON,
ERIC POHLMAN, LAWRENCE NAISMITH,
DENNIS O'DEA

Produced by SAM ZIMBALIST

Directed by JOHN FORD

Color by Technicolor

Best Action-Adventure Drama

MGM's

"Mogambo"



Producer:
ROBERT FELLOWS



Director:
JOHN FARROW



WARNERS'

"Hondo"

Starring JOHN WAYNE,
GERALDINE PAGE

With WARD BOND, MICHAEL PATE,
JAMES ARNESS, RODOLFO ACOSTA

Produced by ROBERT FELLOWS

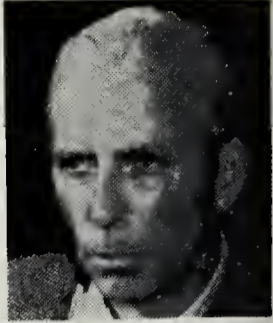
Directed by JOHN FARROW

Color by WarnerColor





Producer:
SOL C. SIEGEL



Director:
HOWARD HAWKS

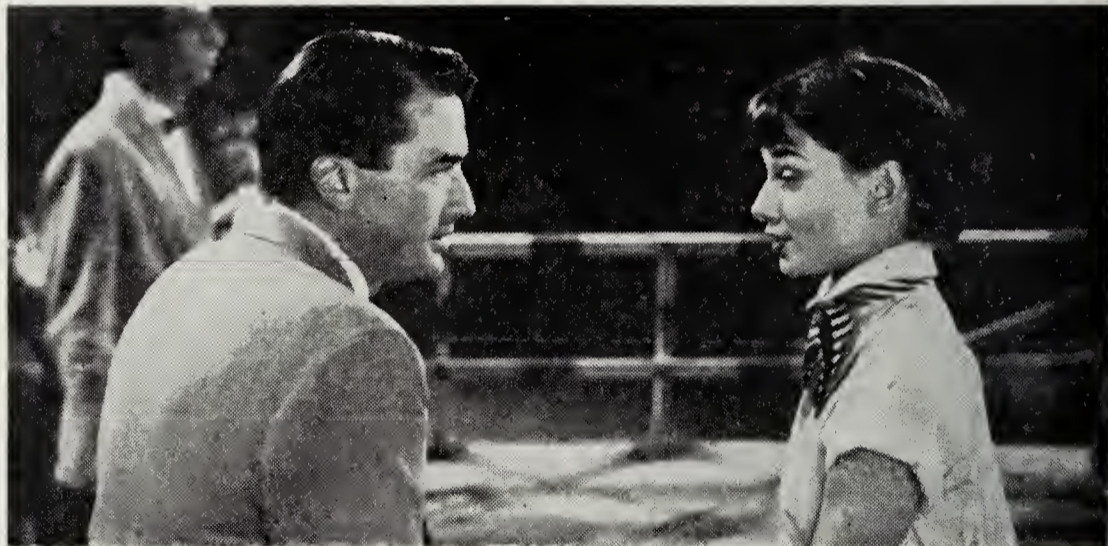
Starring JANE RUSSELL,
MARILYN MONROE, CHARLES COBURN
With ELLIOTT REID, TOMMY NOONAN,
GEORGE WINSLOW
Produced by SOL C. SIEGEL
Directed by HOWARD HAWKS
Color by Technicolor

20TH-FOX's

"Gentlemen Prefer Blondes"



Producer-Director:
WILLIAM WYLER



Starring GREGORY PECK,
AUDREY HEPBURN
With EDDIE ALBERT
Produced and directed by WILLIAM WYLER

PARAMOUNT's

"Roman Holiday"



Producer:
PAUL JONES



Director:
NORMAN TAUROG

PARAMOUNT's

"The Caddy"

Starring DEAN MARTIN, JERRY LEWIS
DONNA REED, BARBARA BATES
With JOSEPH CALLEIA, FRED CLARK
Produced by PAUL JONES
Directed by NORMAN TAUROG



Producer-Director:
OTTO PREMINGER



UNITED ARTISTS'

"The Moon Is Blue"

Starring WILLIAM HOLDEN,
DAVID NIVEN, MAGGIE McNAMARA
With TOM TULLY, DAWN ADDAMS,
ORTUNIO BONANOVA
Produced and directed by OTTO PREMINGER



20TH-FOX's "Titanic"



Producer:
CHARLES BRACKETT

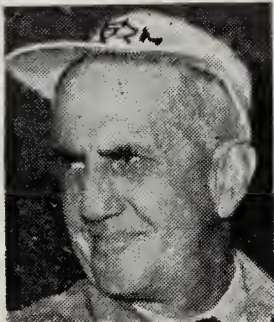


Director:
JEAN NEGULESCO

Starring CLIFTON WEBB,
BARBARA STANWYCK,
ROBERT WAGNER, AUDREY DALTON,
THELMA RITTER
With BRIAN AHERNE, RICHARD BASEHART,
ALLYN JOSLYN, JAMES TODD
Produced by CHARLES BRACKETT
Directed by JEAN NEGULESCO



Producer:
GEORGE PAL



Director:
GEORGE MARSHALL



PARAMOUNT's "Houdini"

Starring TONY CURTIS, JANET LEIGH
With TORIN THATCHER
Produced by GEORGE PAL
Directed by GEORGE MARSHALL
Color by Technicolor

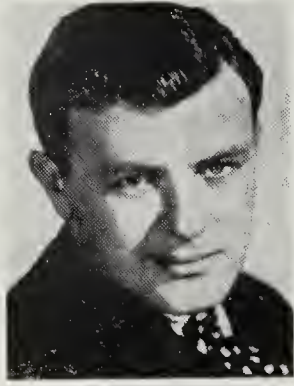




SPECIAL AWARDS



Producer
JOHN HOUSEMAN



Director
JOSEPH MANKIEWICZ

"JULIUS CAESAR"

Most distinguished
motion picture of the year



Producer
FRANK ROSS



Director
HENRY KOSTER

"THE ROBE"

A most excellent motion picture
which served impressively
to introduce CinemaScope,
a new and exciting form of
film presentation



BUD ABBOTT-LOU COSTELLO

BUD ABBOTT-LOU COSTELLO

In recognition
of their invaluable service
to the motion picture industry



Producer
WALT DISNEY

"THE LIVING DESERT"

For its high
documentary standards and
superb entertainment values

Sincere Greetings



Joe Schary

THE M·G·M STUDIOS



Gratefully:

BUDDY ADLER

Producer



"FROM HERE TO ETERNITY"
BEST LAUREL DRAMATIC FEATURE
OF 1953-54



MEMBER OF
SCREEN PRODUCERS GUILD



**THANK YOU
EXHIBITORS.**

Sincerely,
FRED ZINNEMAN
DIRECTOR

"FROM HERE TO ETERNITY"
BEST DRAMATIC FEATURE
OF 1953



"HIGH NOON"
A 5 YEAR LAUREL WINNER
1948-53





HUMPHREY BOGART and AVA GARDNER

in

"THE BAREFOOT CONTESSA"

also co-starring

Edmond O'Brien, Marius Goring
Valentina Cortesa, Rossano Brazzi

Written and Directed by Joseph L. Mankiewicz

(a United Artists Release in Technicolor)



Sincere thanks,

WALT DISNEY



My Sincere Thanks

HENRY KOSTER



DIRECTED
"THE ROBE"
SPECIAL LAUREL
AWARD FEATURE

1954
"DESIREE"



SINCERE THANKS.

BILLY WILDER

Producer-Director

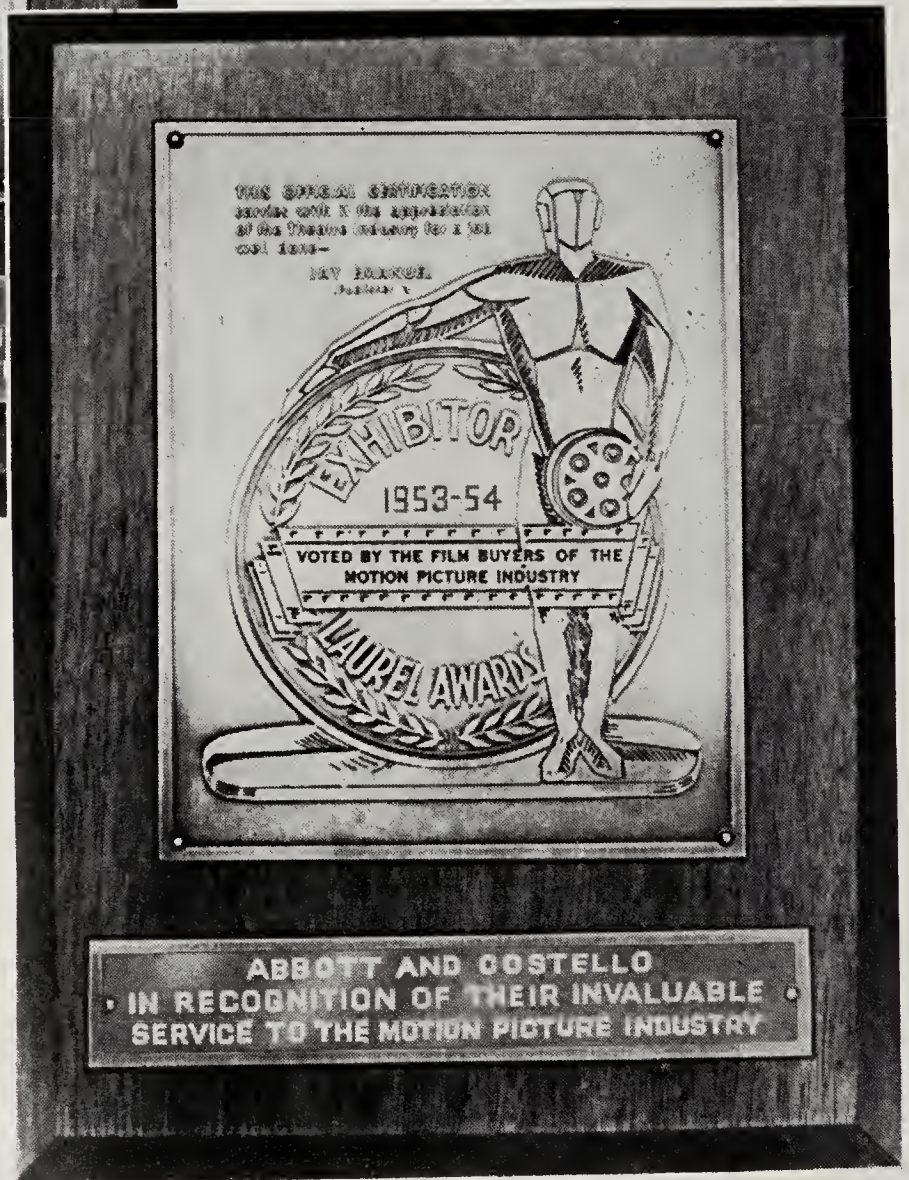
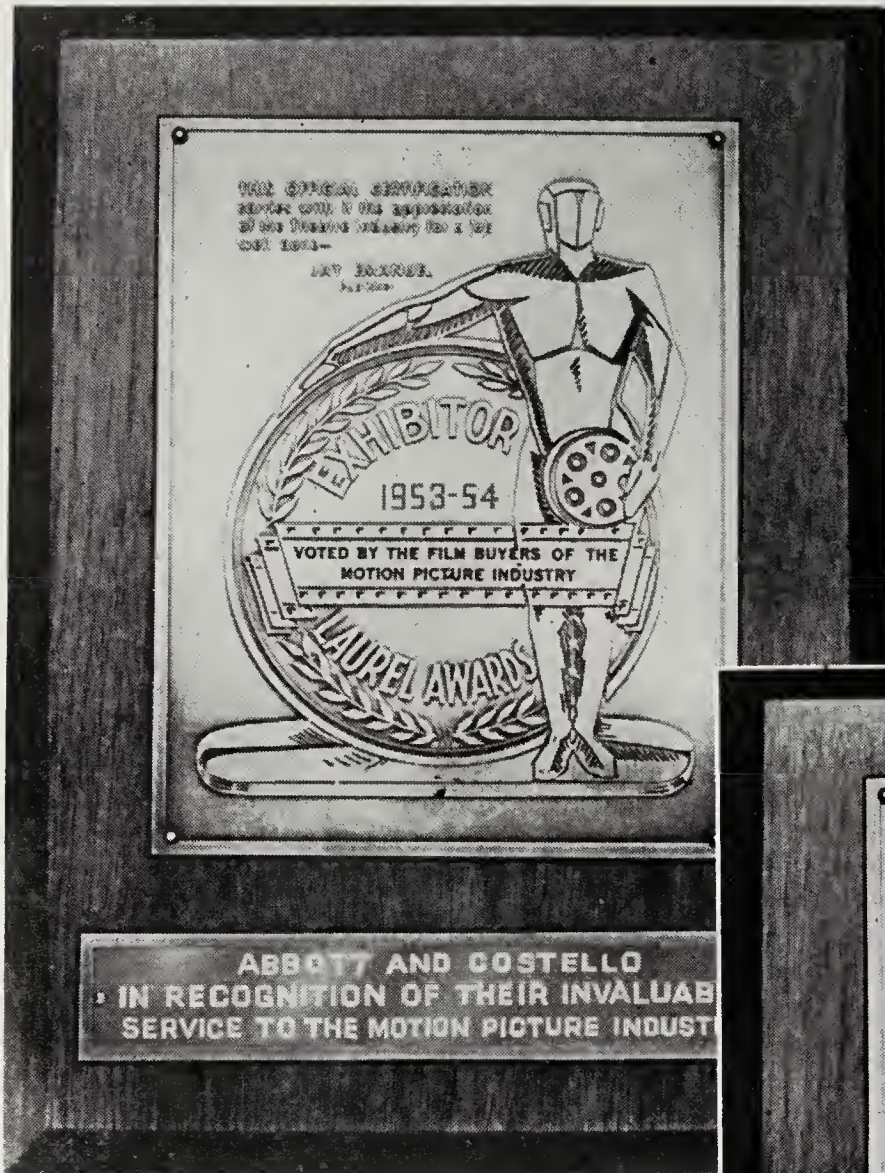


"STALAG 17"
BEST COMEDY-DRAMA
OF 1953-54

FORTHCOMING

- "SABRINA FAIR"
- "THE SPIRIT OF ST. LOUIS"





DEAR EXHIBITORS:

**WHAT CAN WE SAY
OTHER THAN THIS IS
A GREAT, GREAT THRILL.
THANKS!**

Cordially,

**BUD ABBOTT
LOU COSTELLO**

**EXCLUSIVE MANAGEMENT
EDWARD SHERMAN AGENCY**



EXHIBITORS:

Sincere Thanks.

EDWIN H. KNOPE

Producer



"LILI"

Best Musical

EXHIBITORS:

**"LILI" AND I ARE
INDEED GRATEFUL.**

**SINCERELY,
"CHUCK" WALTERS**

Director



"LILI"

**BEST MUSICAL FEATURE
OF 1953-54**



WITH THANKS,

Helen Deutsch

Screen Play - Lyrics



"LILI"

Best Musical

SINCERE THANKS.

CHARLES BRACKETT

Producer



"TITANIC"

LAUREL AWARD
FILM



Sincere thanks

F. HUGH HERBERT
PRODUCER



PRODUCED
"THE MOON IS BLUE"
A TOPLINER
LAUREL AWARD FEATURE



Dear Exhibitors:

My Sincere Thanks.

OTTO PREMINGER

Producer-Director



"THE MOON IS BLUE"

. . . In Production

"CARMEN JONES"



MY SINCERE THANKS,

George Pal



A "TOP TEN" PRODUCER

1953-54

● **"HOUDINI"**

A LAUREL AWARD FEATURE

1953-54

- "WAR OF THE WORLDS"
- "THE NAKED JUNGLE"
- "CONQUEST OF SPACE"



My sincere thanks,

GEORGE MARSHALL

DIRECTOR



directed
"HOUDINI"

A LAUREL AWARD
FEATURE FILM



HERE ARE THE MOST IMPORTANT WORDS IN 50 YEARS OF MOTION PICTURE MAKING:

Wednesday, May 26, 1954

THE *Hollywood* REPORTER

Page Three

"THE HIGH AND THE MIGHTY" RANKS WITH ALL-TIME GREAT PRODUCTIONS

THE HIGH AND THE MIGHTY is highly entertaining, widely appealing and handsomely mounted—high, wide and handsome in every sense of the word. This is one of the great pictures of our time. Played with fast pace, steadily mounting suspense, it contains every successful dramatic ingredient—from uproarious farce to literate tragedy. It combines physical thrills, tender passion and hard-boiled realism to make a picture that will appeal to everyone.

With this production, the young Wayne-Fellows company leaps to the front rank of producing organizations. But the achievement is more important than that. "The High and the Mighty" will benefit not only Wayne-Fellows, who made it, and Warners, who distributes it; its benefits will be felt by the entire motion picture industry—including every exhibitor. For this is one of those films that the screen cannot live without. It will satisfy millions

"THE HIGH AND THE MIGHTY" (Wayne-Fellows-Warner Bros.)

Director.....William A. Wellman
Screenplay.....Ernest K. Gann
From his novel, "The High and the Mighty"

Photography.....Archie Stout
Aerial photography.....William Clothier
Art director.....Al Ybarra
Music composed and

conducted by.....Dimitri Tiomkin
Sound.....John K. Kean
Edited by.....Ralph Dawson

Cast: John Wayne, Claire Trevor, Lorraine Day, Robert Stack, Jan Sterling, Phil Harris, Robert Newton, David Brian, Paul Kelly, Sidney Blackmer, Julie Bishop, Gonzalez-Gonzalez, John Howard, Wally Brown, William Campbell, Ann Doran, John Qualen, Paul Fix, George Chandler, Joy Kim, Michael Wellman, Douglas Fowley, Regis Toomey, Carl Switzer, Robert Keys, William DeWolf Hopper, William Schallert, Julie Mitchum, Walter Reed, and introducing Doe Avedon, Karen Sharpe, John Smith.

(Running time—146 minutes)

and it will be widely talked about. Beautifully photographed in Warner-Color and using the breadth of Cinema-Scope with sure and skillful dramatic effect, it gives the public something it cannot get on television. It makes a trip to the movies a big event for any family and it restores to the screen a place of importance in our national experience.

Wayne as Star

The action of the story transpires in a big commercial passenger airliner flying what starts out to be a routine flight from Honolulu to San Francisco. It carries a diverse set of characters, each of whom has concealed within him the seeds of an intense emotional flowering. The plane scarcely is off the ground before the audience and the heroine (the airline stewardess) begin to have nagging misgivings that something is mechanically wrong.

Under William Wellman's masterful direction, apprehension mounts until danger is a stark certainty when the plane has passed the "point of no return." From here on, the crew is faced with a life and death struggle for the existence of every person on the plane. And each passenger is faced with the

(Adv.)

Wellman's Direction, Topnotch Acting, Tiomkin Score Key Wayne-Fellows Pic

problem of what, on the brink of eternity, he or she believes in.

Out of this situation come a whole series of full-length dramatic portraits, each one presented with a keen appreciation of human strength and frailty. The focal character is the co-pilot, Dan Roman. A veteran of two world wars and of thousands of miles of civilian aviation, Dan survived a crash in which his wife and child died. Tough, taciturn, and living with a heartache, he "had too much guts to commit suicide" but lives on as a limping has-been. He is resented by the crew he works with, as an associate with a great past almost always is resented by younger men bucking for a great future. Yet it is he who in the moment of crisis has the instinct, the experience, and the secret reservoirs of courage to make the pilot (a much younger man) save the day.

In the part of Dan Roman, John Wayne performs a masterpiece of restrained acting. Using little more than a tuneless whistle, a flat expression in his hard blue eyes, and expert timing of his economical dialogue, he makes you aware, every moment, of the suffering courage of the man.

Brilliant Leading Woman

In the role of the stewardess, Doe Avedon, a newcomer, has much more footage than Wayne. Clean-cut, long-limbed, and possessing poise (without coldness) she becomes, as the story progresses, the very embodiment of youth and strength. Her beautifully emotional performance is the more remarkable because it has to be even more restrained than Wayne's. As she continues matter-of-factly to serve others, Miss Avedon makes you conscious of the girl's own fears, kept expertly under control. She performs a fine vignette of polite, womanly temper when she cows a hysterical passenger, and the look of feminine gratitude will melt your heart when the wolfish young third pilot asks her to hold a pillow over her face, "to save those pretty features." Before the year is out, this girl should be knocking off enough big parts to rival Grace Kelly.

A Notable Cast

The picture is filled with fine performances, and the order in which they are listed here should not be taken as any indication of their relative merits. The big acting surprise of the film is Phil Harris' comedy standout as a happily mouthy vacationing Babbitt. His hilarious misadventures, while on holiday, are shown in a farcical flashback that's just what is needed to, momentarily, lighten the mood of impending doom. Yet these laughs are so deftly placed that they actually sharpen the impact of the terror. Ann Doran helps the fun as his ever-lovin' wife and (when the going gets tough) is quite wonderful as a woman who is just plain scared.

John Qualen gives a performance of stellar caliber as a pious Italian fisherman who is both heroic and comic. And Robert Stack is equally good as the plane's captain, who fears that his luck has run out. Stack is given all the footage he needs to paint the picture of a fearful man who is not a coward.

He makes expert use of every inch of it.

Wally Brown rates high as the navigator, a fatuous fellow who keeps kidding himself that a worthless wife loves him—because this is the only way he can keep himself going. The tortured scene in which he strives to calculate a wind-drift while beset by a million doubts and mental horrors is grippingly realistic.

Three Fine Newcomers

At the other end of the scale is the almost mystic beauty of Joy Kim's performance as a Korean girl seeking, with serene confidence, a new life in America. This is Miss Kim's first screen appearance, but it would be hard to find another actress who could give her poetic lines such breathlessly lyrical delivery. Archie Stout has photographed her so that she seems to literally glow with an inner light.

The excellence of the casting again is demonstrated in the selection of two other newcomers, Karen Sharpe and John Smith, as the young honeymooners. Miss Sharpe is delightfully funny as the youthful bride who is scared of what married life may do to her. But the test of their acting ability comes in the highly emotional scene when, faced with death, they lose themselves in an ecstasy of passion. When I read this passage, I didn't believe anyone could put such a scene of unrestrained sex (played within a few feet of other characters) on the screen successfully. But Wellman has photographed it with good taste while retaining its fervor.

The director's son, Michael, appears as a little boy traveling alone who sleeps throughout the flight, unaware of the drama taking place around him, and the way he took his dad's direction is not the least of the film's merits.

Wellman has never been so sensitive in the handling of human emotions. But in his new skill for dealing with intimate characterization he has lost none of the old power which has, for years, made him the industry's top director of aviation pictures. His shots of leaking wing tanks and burning motors, played in stirring counterpoint to the action in the cabin, keep alive the breakneck pace and sense of danger.

Cast of Stars

The producers very cleverly selected Robert Newton for the role of the hammy theatrical producer. And Newton, playing against his stock characterization, presents an ingenious study of a flamboyant character who is made quiet and subdued by the overwhelming events going on around him. He shows a rare and intelligent application of the actor's art in making each of his scenes support every other scene. Julie Bishop is excellent as his wife, who let herself be purchased, but who falls desperately in love with a husband whose unexpected heroism surprises both of them.

Lorraine Day and John Howard are brilliant in what could have been two of the most thankless roles of the picture. Miss Day is subtly adroit as the selfish and beautiful heiress, beneath whose veneer of sophisticated shellac there is an all but lost grain of fine

womanhood. Howard is the man who was interestingly enough to land a wealthy wife but who didn't have quite the strength of character to keep his better self from being captured. Both struggle toward reformation in the presence of death, but neither has quite what it takes to make it.

Paul Kelly, as a whisky-soaked atomic scientist who doesn't know how to control the monster he helped bring forth, creates a role that is a symbol of our times. When, for all his knowledge, he cannot find the simple words that will comfort a pitiful little female tramp (who is afraid not of death but of life) you feel you are witnessing a bit of almost classic tragedy. Played against Kelly's gem of intellectual futility is Jan Sterling's elemental and deeply moving study of the little tramp. This girl is flying back to the mainland to marry a man who fell in love with her picture—a picture taken before eight eroding years had placed their marks upon her. Miss Sterling's sure command of emotional effect reminds you of Bette Davis, at the beginning of her sensational career.

David Brian uses rugged good looks and a commanding assurance to build the character of a mature flyer who has parlayed his past bravery into a fortune in the aviation business. Then a moment of paralyzing funk hits him and he becomes a stricken nothing in the arms of an overblown, generous hearted blond, zestfully played by Claire Trevor, who can look forward to nothing more hopeful than founding "a home for broken-down broads." Both parts are remarkably well acted.

Sidney Blackmer uses his fine sense of melodrama in delineating the evil power that lies in a weak and erratic man. Paul Fix is lovable and mellowly philosophic as the invalid who has lived with the spectre of death until he has no terrors for him, and William Campbell is almost equally subtle as the young third pilot, who hasn't lived with life long enough to be shorn of its crudities and cruelties.

The Great Bits

"The High and the Mighty" brings home the fact that Hollywood contains a wealth of acting talent that can interpret with vivid reality any literary work that producers have the vision and courage to place on the screen.

To many readers, the most fascinating single character in the book was the tramp radio operator, a role robbed of none of its dimensions by the off-beat humor of Gonzalez-Gonzalez. George Chandler gets all the awkward sympathy of an inarticulate workman in his scene introducing Wayne. Douglas Fowley, as the cynical reservations clerk, puts many chuckles in the job of orienting the audience to the major characters.

Walter Reed, as the child's father, in a few deft strokes, gives you the problem of an admirable man, made unhappy by a divorce. Bill Hopper's masculine attractiveness as the woodsman in love with Jan Sterling's picture will make women audiences want to see more of him. And Regis Toomey registers solidly as the taut cigar-chewing company executive.

Dimitri Tiomkin's musical score gives the drama an upbeat finish and all other technical credits are tops.

—Jack Moffitt.

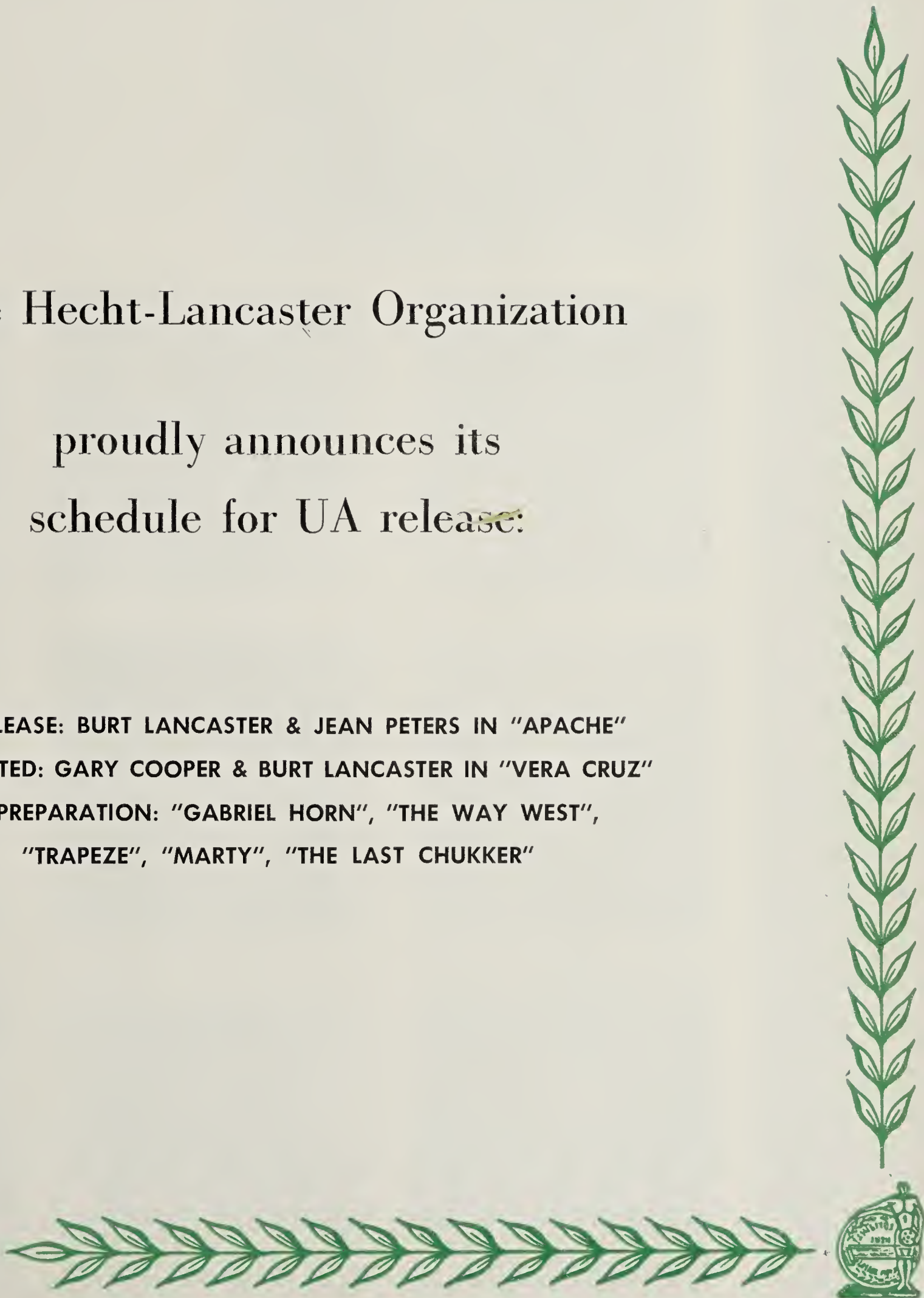
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19 **UA** 54

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schedule for UA release:

IN RELEASE: BURT LANCASTER & JEAN PETERS IN "APACHE"
COMPLETED: GARY COOPER & BURT LANCASTER IN "VERA CRUZ"
IN PREPARATION: "GABRIEL HORN", "THE WAY WEST",
"TRAPEZE", "MARTY", "THE LAST CHUKKER"





MARILYN MONROE

TOPLINER

FEMALE STARS

- 1. MARILYN MONROE
- 2. AVA GARDNER
- 3. JUNE ALLYSON
- 4. SUSAN HAYWARD
- 5. DORIS DAY
- 6. JANE RUSSELL
- 7. ESTHER WILLIAMS
- 8. BETTY GRABLE
- 9. RITA HAYWORTH
- 10. VIRGINIA MAYO



AVA GARDNER



JUNE ALLYSON



SUSAN HAYWARD



DORIS DAY



JANE RUSSELL



ESTHER WILLIAMS



BETTY GRABLE



RITA HAYWORTH



VIRGINIA MAYO



TOPLINER

MALE STARS

- 1. GARY COOPER
- 2. JOHN WAYNE
- 3. DEAN MARTIN-JERRY LEWIS
- 4. JAMES STEWART
- 5. BING CROSBY
- 6. WILLIAM HOLDEN
- 7. BOB HOPE
- 8. RANDOLPH SCOTT
- 9. BURT LANCASTER
- 10. JEFF CHANDLER



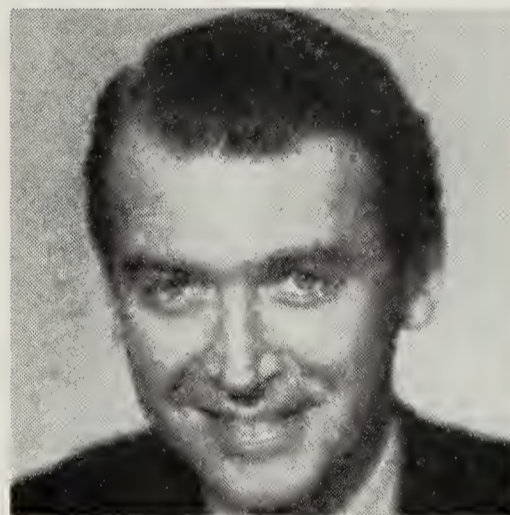
GARY COOPER



JOHN WAYNE



DEAN MARTIN-JERRY LEWIS



JAMES STEWART



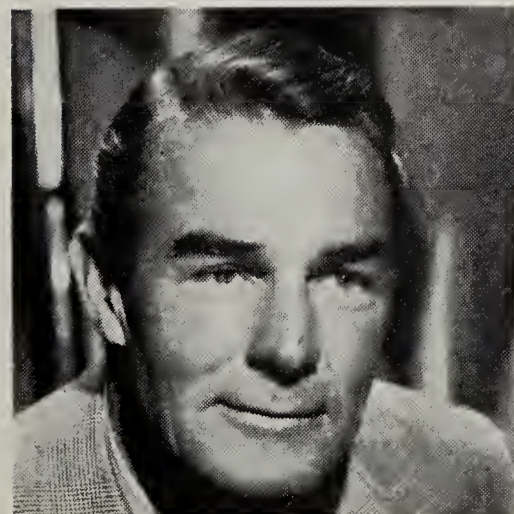
BING CROSBY



WILLIAM HOLDEN



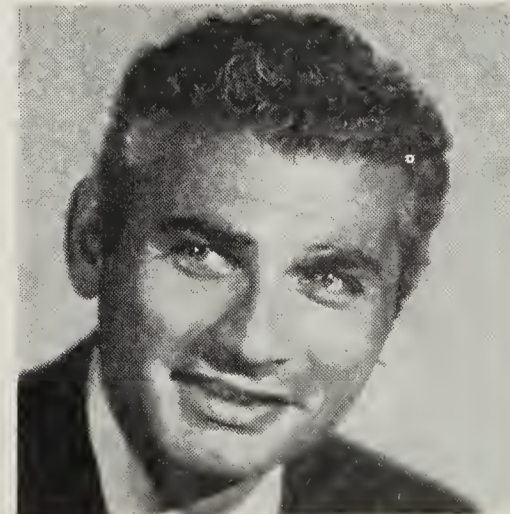
BOB HOPE



RANDOLPH SCOTT



BURT LANCASTER



JEFF CHANDLER



My sincere appreciation.

Gary Cooper





*My Sincere
Appreciation,*

Marilyn Monroe



THANKS AGAIN, FELLERS!



"TOP TEN"
LAUREL STARS
1953-54



THANKS AGAIN.

BING



A "TOP TEN"
LAUREL STAR
1953-54



Thanks Again

MR. EXHIBITOR



RANDOLPH SCOTT



SCOTT-BROWN PRODUCTIONS
(Randolph) (Harry-Joe)

9th Year
Columbia Release



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Virginia Mayo



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Starring RICHARD CONTE

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"RIDER OF THE RUBY HILLS"

"DESERT OF THE DAMNED"
(For ALLIED ARTISTS Release)

— plus —

BRODERICK CRAWFORD in
"EAST OF SINGAPORE"





TOPLINER

PRODUCER-DIRECTORS

- 1. CECIL B. DeMILLE
- 2. GEORGE STEVENS
- 3. MERVYN LeROY
- 4. JOHN HUSTON
- 5. ALFRED HITCHCOCK
- 6. MERIAN C. COOPER-
JOHN FORD
- 7. WILLIAM WYLER
- 8. LEO McCAREY
- 9. OTTO PREMINGER
- 10. HOWARD HAWKS



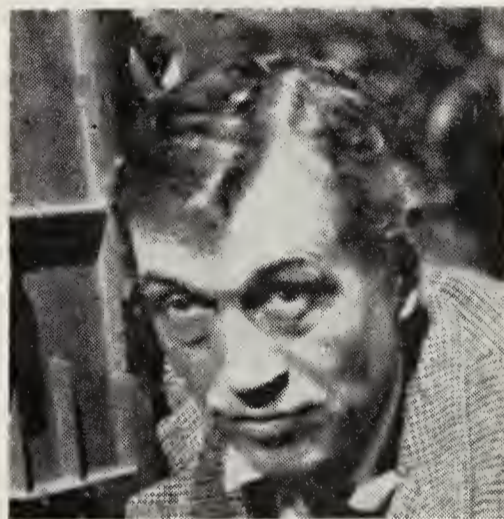
CECIL B. DeMILLE



GEORGE STEVENS



MERVYN LeROY



JOHN HUSTON



ALFRED HITCHCOCK



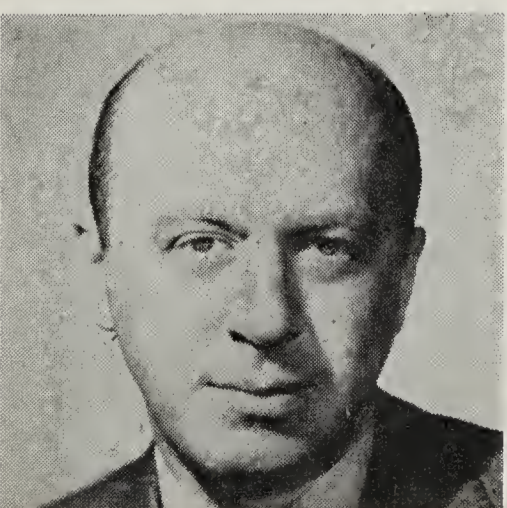
MERIAN C. COOPER-JOHN FORD



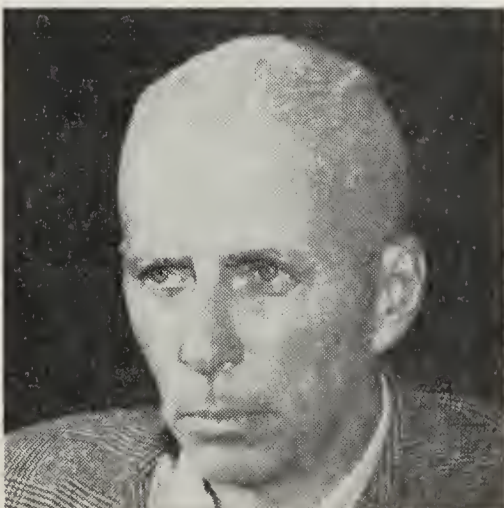
WILLIAM WYLER



LEO McCAREY



OTTO PREMINGER



HOWARD HAWKS





WALT DISNEY

TOPLINER PRODUCERS

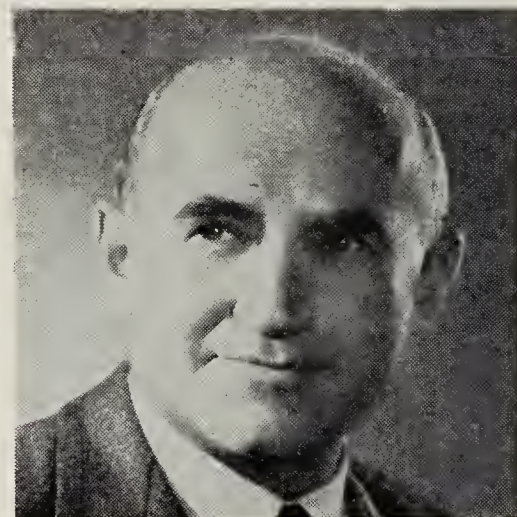
- | | |
|---------------------|--------------------|
| 1. WALT DISNEY | 6. STANLEY KRAMER |
| 2. HAL B. WALLIS | 7. GEORGE PAL |
| 3. JOSEPH PASTERNAK | 8. JERRY WALD |
| 4. SAMUEL GOLDWYN | 9. HENRY BLANKE |
| 5. PANDRO S. BERMAN | 10. ROBERT FELLOWS |



HAL B. WALLIS



JOSEPH PASTERNAK



SAMUEL GOLDWYN



PANDRO S. BERMAN



STANLEY KRAMER



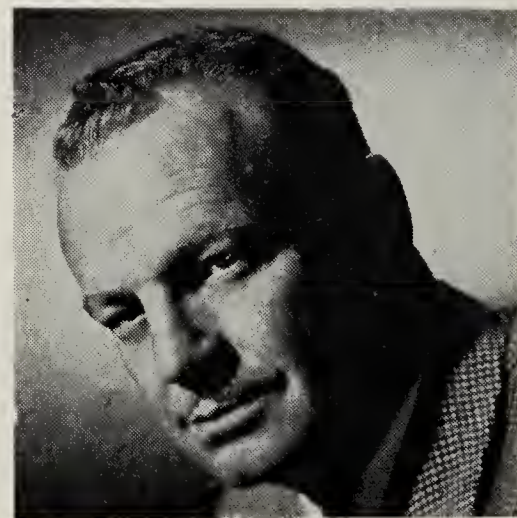
GEORGE PAL



JERRY WALD



HENRY BLANKE



ROBERT FELLOWS



TOPLINER DIRECTORS

- 1. MICHAEL CURTIZ
- 2. FRED ZINNEMAN
- 3. BILLY WILDER
- 4. JOSEPH L. MANKIEWICZ
- 5. HENRY KING
- 6. VINCENTE MINNELLI
- 7. NORMAN TAUROG
- 8. HENRY KOSTER
- 9. FRITZ LANG
- 10. RAOUL WALSH



MICHAEL CURTIZ



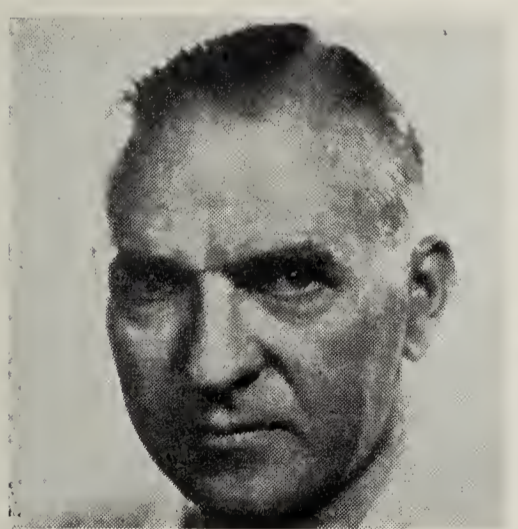
FRED ZINNEMAN



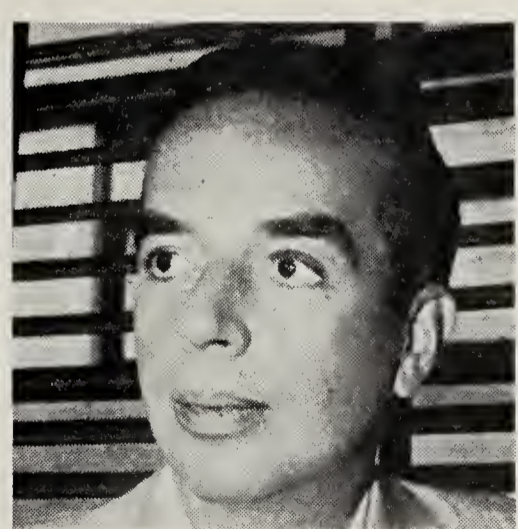
BILLY WILDER



JOSEPH L. MANKIEWICZ



HENRY KING



VINCENTE MINNELLI



NORMAN TAUROG



HENRY KOSTER



FRITZ LANG



RAOUL WALSH



With Sincere Gratitude:

MICHAEL CURTIZ



TOP LAUREL DIRECTOR
1953-54

FORTHCOMING

- ★ "WHITE CHRISTMAS"
- ★ "THE EGYPTIAN"



Sincere Thanks.

HENRY BLANKE

Producer

Warner Bros. Pictures



A "TOP TEN"
LAUREL PRODUCER
1953-54



MEMBER OF
SCREEN PRODUCERS GUILD





NORMAN TAUROG

in release 1954

"LIVING IT UP"

starring

DEAN MARTIN ★ JERRY LEWIS



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ALAN LADD
 COLOR BY **TECHNICOLOR**

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"A fine Alan Ladd performance in a fine movie."

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"The picture is one thrill after another, from start to finish."

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MAX STEINER



RAY HEINDORF



VICTOR YOUNG



JOHNNY GREEN

TOPLINER

**MUSICAL
MEN**

COMPOSER-DIRECTORS

1. MAX STEINER
2. VICTOR YOUNG
3. FRANZ WAXMAN

CONDUCTOR-DIRECTORS

1. RAY HEINDORF
2. JOHNNY GREEN
3. GEORGE STOLL



FRANZ WAXMAN



GEORGE STOLL

EXHIBITORS:

*I am deeply appreciative
of your constant support
in these Exhibitor Laurel
Awards.*

Sincerely,

RAY HEINDORF

GENERAL MUSICAL DIRECTOR
Warner Brothers



NUMBER ONE
LAUREL MUSICAL DIRECTOR
FOR 1953-54



MY SINCERE THANKS.

JOHNNY GREEN



TOPLINER
MUSICAL DIRECTOR

GENERAL MUSICAL DIRECTOR
METRO - GOLDWYN - MAYER

GRATEFULLY,

GEORGE STOLL



A TOPLINER
CONDUCTOR-DIRECTOR



Dear Exhibitors:

*May I express my
sincere gratitude to all
who made this Laurel
Award possible.*

MAX STEINER



NUMBER ONE
LAUREL AWARD
COMPOSER-CONDUCTOR
1953-54



EXHIBITORS:

"Thanks Again"

Sincerely,

VICTOR YOUNG



LAUREL AWARD
COMPOSER-CONDUCTOR
1953-54

GENTLEMEN:

THANK YOU.

FRANZ WAXMAN



TOPLINER
COMPOSER-CONDUCTOR





**TOPLINER
DRAMATIC PERFORMANCES — FEMALE**



DEBORAH KERR
"From Here to Eternity"

1. **DEBORAH KERR**
"From Here to Eternity"

2. **DONNA REED**
"From Here to Eternity"

3. **BARBARA STANWYCK**
"Titanic"

4. **RITA HAYWORTH**
"Miss Sadie Thompson"

5. **JANE WYMAN**
"So Big"

6. **JEAN PETERS**
"Pickup on South Street"



DONNA REED
"From Here to Eternity"



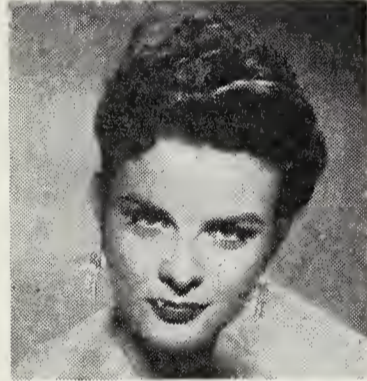
BARBARA STANWYCK
"Titanic"



RITA HAYWORTH
"Miss Sadie Thompson"



JANE WYMAN
"So Big"



JEAN PETERS
"Pickup on South Street"

**TOPLINER
DRAMATIC PERFORMANCES — MALE**



BURT LANCASTER
"From Here to Eternity"

1. **BURT LANCASTER**
"From Here to Eternity"

2. **WILLIAM HOLDEN**
"Stalag 17"

3. **MONTGOMERY CLIFT**
"From Here to Eternity"

4. **ALAN LADD**
"Shane"

5. **VAN HEFLIN**
"Shane"

6. **VICTOR MATURE**
"The Robe"



WILLIAM HOLDEN
"Stalag 17"



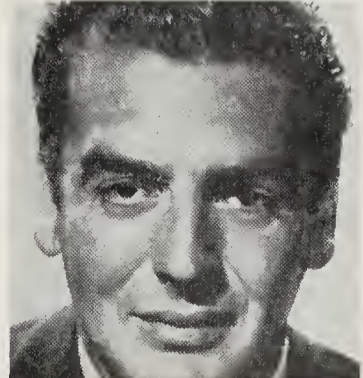
MONTGOMERY CLIFT
"From Here to Eternity"



ALAN LADD
"Shane"



VAN HEFLIN
"Shane"



VICTOR MATURE
"The Robe"



**TOPLINER
MUSICAL PERFORMANCES — FEMALE**



DORIS DAY
"Calamity Jane"

1. DORIS DAY
"Calamity Jane"

2. LESLIE CARON
"Lili"

3. ETHEL MERMAN
"Call Me Madam"

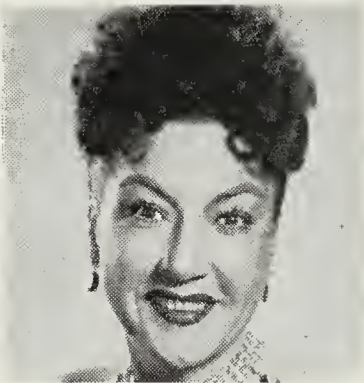
4. JOAN CRAWFORD
"Torch Song"

5. JANE RUSSELL
"Gentlemen Prefer Blondes"

6. JANE POWELL
"Small Town Girl"



LESLIE CARON
"Lili"



ETHEL MERMAN
"Call Me Madam"



JOAN CRAWFORD
"Torch Song"



JANE RUSSELL
"Gentlemen Prefer Blondes"



JANE POWELL
"Small Town Girl"

**TOPLINER
MUSICAL PERFORMANCES — MALE**



DONALD O'CONNOR
"Call Me Madam"

1. DONALD O'CONNOR
"Call Me Madam"

2. HOWARD KEEL
"Kiss Me Kate"

3. TONY MARTIN
"Easy to Love"

4. GOWER CHAMPION
"Give a Girl a Break"

5. GENE NELSON
"She's Back on Broadway"

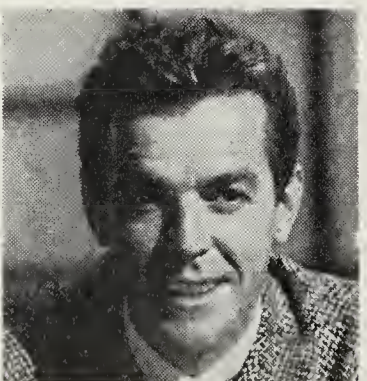
6. BOBBY VAN
"The Affairs of Dobie Gillis"



HOWARD KEEL
"Kiss Me Kate"



TONY MARTIN
"Easy to Love"



GOWER CHAMPION
"Give a Girl a Break"



GENE NELSON
"She's Back on Broadway"



BOBBY VAN
"The Affairs of Dobie Gillis"



AVA GARDNER
"Mogambo"

TOPLINER COMEDY PERFORMANCES — FEMALE

1. AVA GARDNER
"Mogambo"

2. AUDREY HEPBURN
"Roman Holiday"

3. ROSALIND RUSSELL
"Never Wave at a Wac"

4. MARILYN MONROE
"How to Marry a
Millionaire"

5. BETTY GRABLE
"How to Marry a
Millionaire"

6. JANE WYMAN
"Let's Do It Again"



AUDREY HEPBURN
"Roman Holiday"



ROSALIND RUSSELL
"Never Wave at a Wac"



MARILYN MONROE
"How to Marry a Millionaire"



BETTY GRABLE
"How to Marry a Millionaire"



JANE WYMAN
"Let's Do It Again"



DEAN MARTIN-JERRY LEWIS
"The Caddy"

TOPLINER COMEDY PERFORMANCES — MALE

1. DEAN MARTIN-JERRY LEWIS
"The Caddy"

2. ROBERT STRAUSS
"Stalag 17"

3. HARVEY LEMBECK
"Stalag 17"

4. EDDIE ALBERT
"Roman Holiday"

5. BILLY DE WOLFE
"Call Me Madam"

6. DAVID NIVEN
"The Moon Is Blue"



ROBERT STRAUSS
"Stalag 17"



HARVEY LEMBECK
"Stalag 17"



EDDIE ALBERT
"Roman Holiday"



BILLY DE WOLFE
"Call Me Madam"



DAVID NIVEN
"The Moon Is Blue"



**TOPLINER
CHARACTER PERFORMANCES**



JACK PALANCE
"Shane"

1. JACK PALANCE
"Shane"

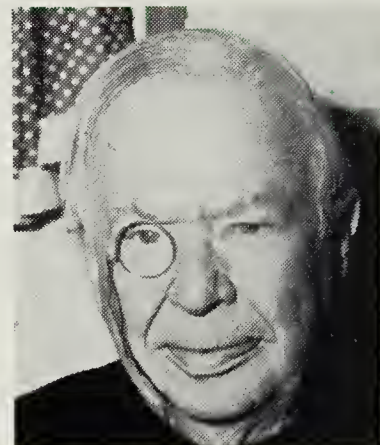
2. CHARLES COBURN
"Trouble Along the
Way"

3. KURT KASZNAR
"Lili"

4. GILBERT ROLAND
"Thunder Bay"

5. ADOLPH MENJOU
"Man on a
Tightrope"

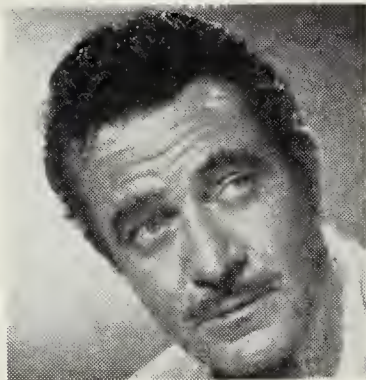
6. WILLIAM DEMAREST
"Escape From Fort
Bravo"



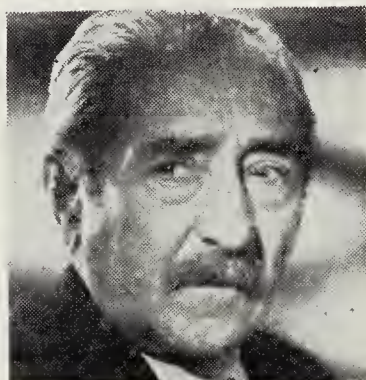
CHARLES COBURN
"Trouble Along the Way"



KURT KASZNAR
"Lili"



GILBERT ROLAND
"Thunder Bay"



ADOLPH MENJOU
"Man on a Tightrope"



WILLIAM DEMAREST
"Escape From Fort Bravo"

To the exhibitors who made this
INTERNATIONAL LAUREL AWARDS
issue possible
and to my friends
within the industry

Many Thanks,
Paul Manning

EXHIBITORS:

THANK YOU.

Sincerely,

BURT LANCASTER



"Thank You, Exhibitors"

Sincerely,

DORIS DAY



"CALAMITY JANE"

★ BEST MUSICAL PERFORMANCE
OF 1953-54

★ A "TOP TEN" SCREEN STAR

With sincere thanks
Barbara Fenwick



T*hanks,*

DONALD O'CONNOR



"CALL ME MADAM"
BEST MUSICAL PERFORMANCE
OF THE YEAR

"SINGING IN THE RAIN"
A 5 YEAR LAUREL AWARD



EXHIBITORS:

*Many thanks for
your wonderful award
and thanks to MGM and
Producer Joe Pasternak for
making the role possible.*

Sincerely,

TONY MARTIN



"EASY TO LOVE"
A LAUREL AWARD
MUSICAL PERFORMANCE
1953-54



My Sincere Thanks.

GENE NELSON



IN
 "SHE'S BACK ON BROADWAY"
 A 1953 LAUREL AWARD
 MUSICAL PERFORMANCE



Thanks Again, Exhibitors:

We are happy indeed to be voted
 this sixth consecutive Exhibitor Laurel
 Award.



Sincerely,

THE THREE STOOGES

MOE—LARRY—SHEMP



P.S.—The gang at Columbia rate
 a big hand also for their
 wonderful help.





TOPLINER

WESTERN STARS

1. ROY ROGERS
2. REX ALLEN
3. GUY MADISON
4. GENE AUTRY
5. DALE EVANS
6. CHARLES STARRETT



ROY ROGERS



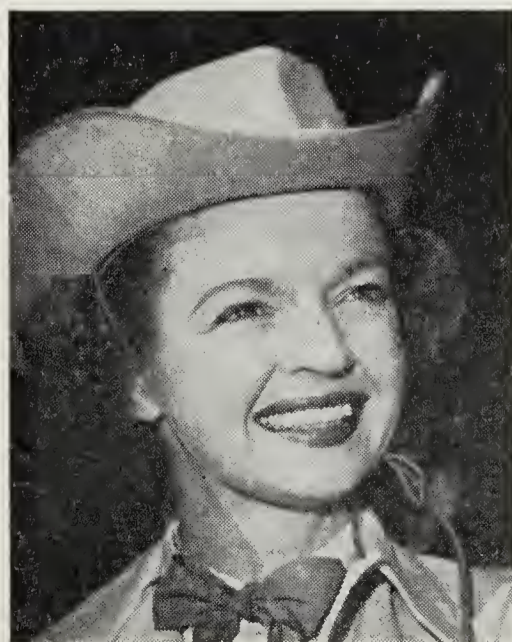
REX ALLEN



GUY MADISON



GENE AUTRY



DALE EVANS



CHARLES STARRETT



AUDREY HEPBURN

TOPLINER

NEW FEMALE PERSONALITIES

- | | |
|--------------------|----------------------|
| 1. AUDREY HEPBURN | 6. JOAN VOHS |
| 2. MAGGIE McNAMARA | 7. NICOLE MAUREY |
| 3. TERESA BREWER | 8. JOAN WELDON |
| 4. GERALDINE PAGE | 9. ABBE LANE |
| 5. MAMIE VAN DOREN | 10. MARCIA HENDERSON |



MAGGIE McNAMARA



TERESA BREWER



GERALDINE PAGE



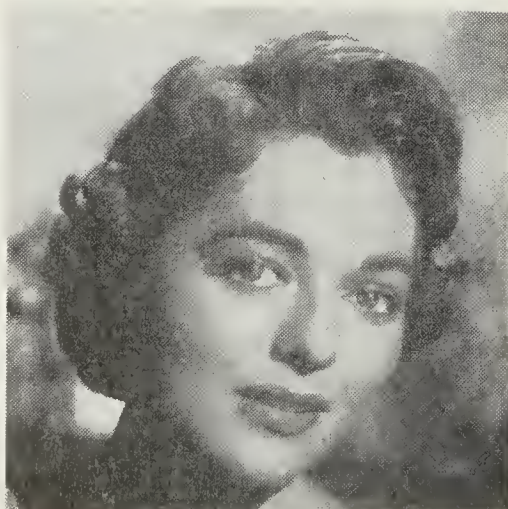
MAMIE VAN DOREN



JOAN VOHS



NICOLE MAUREY



JOAN WELDON



ABBE LANE



MARCIA HENDERSON



TOPLINER

NEW MALE PERSONALITIES

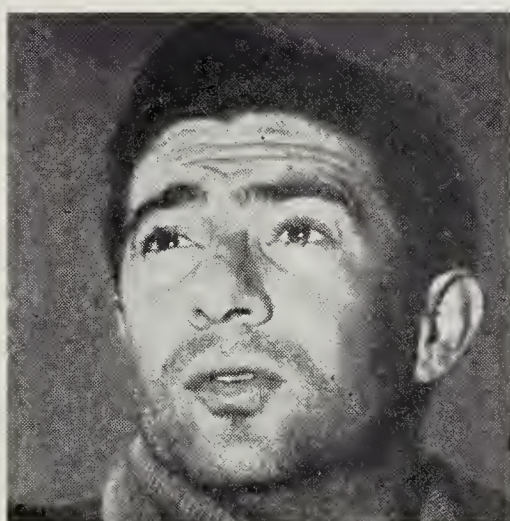
- 1. STEVE FORREST
- 2. GUY MITCHELL
- 3. HARVEY LEMBECK
- 4. BRANDON DE WILDE
- 5. ELROY HIRSCH
- 6. RICHARD ALLAN
- 7. RUSS TAMBLYN
- 8. JACK E. LEONARD
- 9. GREGG PALMER
- 10. CASEY ADAMS



STEVE FORREST



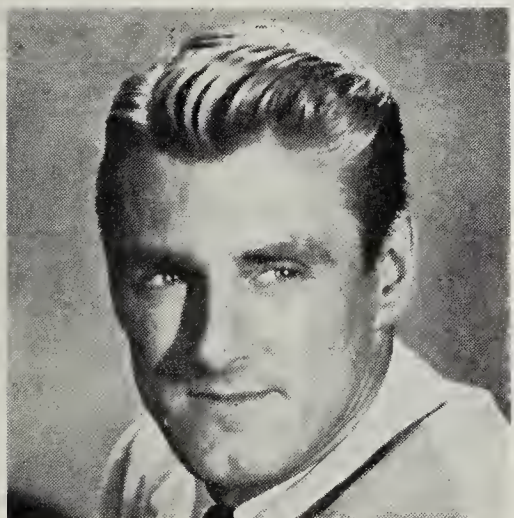
GUY MITCHELL



HARVEY LEMBECK



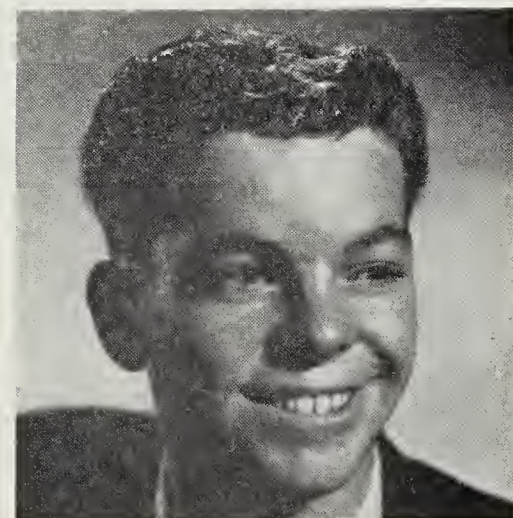
BRANDON DE WILDE



ELROY HIRSCH



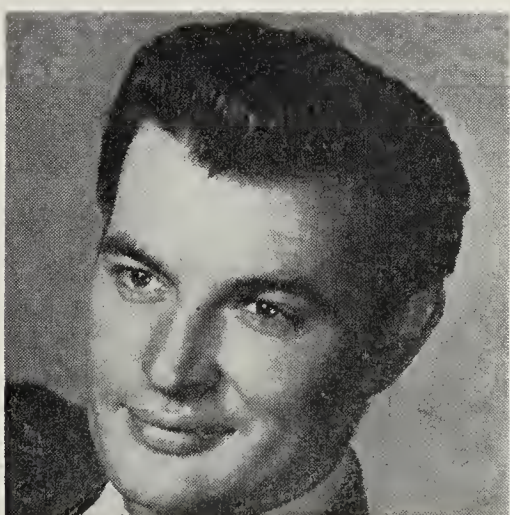
RICHARD ALLAN



RUSS TAMBLYN



JACK E. LEONARD



GREGG PALMER



CASEY ADAMS



ROY ROGERS, "King of the Cowboys"
and TRIGGER, "Smartest Horse in the Movies"

TV-NBC
 Sponsor—Post Cereals

Radio-NBC
 Sponsor—Dodge Motors, Div. of Chrysler

COMMERCIAL TIE-UPS
 ROY ROGERS ENTERPRISES
 1418 N. Highland Ave.
 Hollywood 28, Calif.

EXCLUSIVE MANAGEMENT
 ART RUSH, INC.
 1418 N. Highland Ave.
 Hollywood 28, Calif.

PUBLIC RELATIONS
 A. L. RACKIN
 1418 N. Highland Ave.
 Hollywood 28, Calif.





DALE EVANS, "Queen of the West"

TV-NBC—"THE ROY ROGERS SHOW"
Sponsor—Post Cereals

Radio-NBC—"THE ROY ROGERS SHOW"
Sponsor—Dodge Motors, Div. of Chrysler

COMMERCIAL TIE-UPS
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PUBLIC RELATIONS
A. L. RACKIN
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Hollywood 28, Calif.



AA

Allied Artists

Takes Great Pleasure

in Congratulating

Our New Associate

John Huston

For His Achievement

in Winning 2

Laurel Awards



Sincere thanks,
GUY MITCHELL



**THANKS,
EXHIBITORS**

AND

THANKS,

HALL BARTLETT PRODUCTIONS

"CRAZYLEGS"

"UNCHAINED"

— ELROY HIRSCH



PROFIT**WITH****LIPPERT****AVAILABLE NOW****"THUNDER PASS"—DANE CLARK • DOROTHY PATRICK • ANDY DEVINE****"The SILENT RAIDERS"—RICHARD BARTLETT • EARLE LYON****"The UNHOLY FOUR"—PAULETTE GODDARD****"LIFE with the LYONS"—BEBE DANIELS • BEN LYON****"The COWBOY"—In EASTMAN COLOR****"TERROR SHIP"—WILLIAM LUNDIGAN****"RIVER BEAT"—PHYLLIS KIRK****"PAID to KILL"—DANE CLARK****"MONSTER from the OCEAN FLOOR"—TERROR STRIKES****"The BIG CHASE"—GLENN LANGAN • ADELE JERGENS • LON CHANEY • JIM DAVIS****"HEAT WAVE"—ALEX NICOL • HILLARY BROOKE****"WE WANT A CHILD"—EXPLOITATION SPECIAL****"FANGS of the WILD"—CHARLES CHAPLIN, JR. • ONSLOW STEVENS • MARGIA DEAN****"QUEEN of SHEBA"—SUPER SPECTACLE****"SINS of JEZEBEL"—In ANSCO COLOR • PAULETTE GODDARD****"BLACKOUT"—DANE CLARK**

DEAR EXHIBITORS:

I am grateful for your
confidence in voting me this
Laurel Award.

Sincerely,

Joan Vohs



A "TOP TEN"
NEW STAR
1953-54

DEAR EXHIBITORS:

*I am grateful for
this Laurel Award.*

Sincerely,

RICHARD ALLAN



A "TOP TEN"
NEW SCREEN STAR





TOPLINER SHORTS

SERIAL

Columbia

TWO REEL COMEDY

The Three Stooges (Columbia)

DRAMATIC DOCUMENTARY

True-Life Adventures (RKO-Disney)

MUSICAL

Musical Featurettes (U-International)

ONE REEL CARTOON

Tom and Jerry, other cartoons (MGM)

NOVELTY

Pete Smith Specialties (MGM)

SPORT

Grantland Rice Sportlights (Paramount)

TRAVEL

FitzPatrick Traveltalks (MGM)



SERIAL

Columbia



TWO REEL COMEDY

The Three Stooges (Columbia)



TWO REEL DRAMATIC DOCUMENTARY

True-Life Adventures (RKO-Disney)



TWO REEL MUSICAL

Musical Featurettes (U-International)



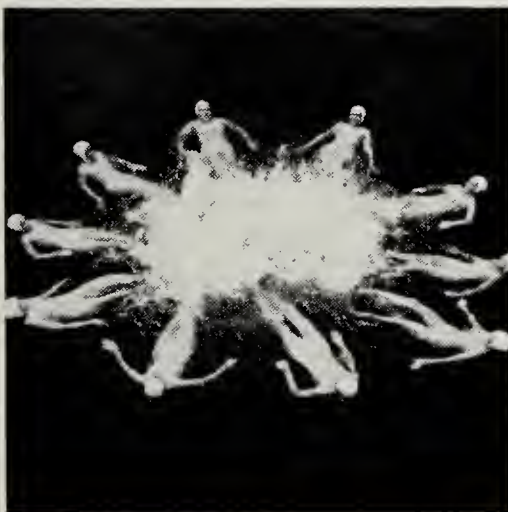
ONE REEL CARTOON

Tom and Jerry, other cartoons (MGM)



ONE REEL NOVELTY

Pete Smith Specialties (MGM)



ONE REEL SPORT

Grantland Rice Sportlights (Paramount)



ONE REEL TRAVEL

FitzPatrick Traveltalks (MGM)





EXHIBITORS WERE ASKED THE FOLLOWING QUESTIONS:

Which company
gives you the fairest
treatment ?

Which member of the industry
do you think did most for
the business during 1953 ?

... AND THE FILM BUYERS OF AMERICA VOTED AS FOLLOWS:

METRO-GOLDWYN-MAYER

SPYROS SKOURAS

Motion Picture Exhibitor Laurel Awards Nominations

PARAMOUNT's

"Rear Window"

starring

JAMES STEWART

co-starring

GRACE KELLY, WENDELL COREY, THELMA RITTER

with

RAYMOND BURR

Produced and directed by Alfred Hitchcock.

Screen play by John Michael Hayes, from a short story by Cornell Woolrich.

Color by Technicolor.

COLUMBIA's

"On The Waterfront"

starring

MARLON BRANDO

co-starring

KARL MALDEN, LEE J. COBB, EVA MARIE SAINT

with

ROD STEIGER, PAT HENNING, LEIF ERICKSON, JAMES WESTERFIELD

Produced by Sam Spiegel. Directed by Elia Kazan.

Screen play by Budd Schulberg, suggested by Pulitzer Prize articles by Malcolm Johnson.

UNITED ARTISTS'

"Apache"

starring

BURT LANCASTER, JEAN PETERS

with

JOHN McINTIRE, CHARLES BUCHINSKY, JOHN DEHNER

Produced by Harold Hecht. Directed by Robert Aldrich.

Screen play by James R. Webb, from a novel by Paul I. Wellman.

Color by Technicolor.



Full blooded Apaches gave out Indian headdresses to children as part of the promotion attending the recent opening of UA's "Apache" at the Mayfair, N. Y. Seen, center, is the colorful lineup of ancient wagons and horses which toured downtown

Manhattan to herald the opening. At right, Indian braves entertain passersby in front of the theatre with tribal war dances during the opening day campaign that garnered plenty of attention.

NEWS OF THE

Territory

New York City Crosstown

The Mayfair, Flushing, was reopened by Calbud Theatres, Inc. . . . Liggett-Florin booker Jerry Horowitz was vacationing. . . . Max Fried also hit the vacation trail.

SKOURAS CIRCUIT—Secretary Marlene March was spending it at the Green Mansions. . . . Secretary Rosalind Hellman received birthday congrats. . . . Frank Welton, film statistics, spends weekends at his Connecticut home. . . . Typist Ida Rest, was touring Canada on her vacation. . . . Lila Blumenfeld, secretary, was recuperating from a broken ankle.

PRUDENTIAL CIRCUIT—Walter Higgins was spending his vacation in Maine. . . . Also on the vacation trail was Sylvia Dauman, secretary to J. M. Seider.

INDEPENDENT THEATRE SERVICE—Irving Dollinger's son Richard was home on leave from his Panama army station. . . . Roy Olson, booker, went to Sauger-



Seen left to right are Colonels Donald Dunford and Forrest Allen, French Major Guy Bouchet, and Nationalist Chinese General Ho Shai Lai, military representatives to the United Nations, who were among the military and civilian notables attending the recent gala premiere of UA's "Victory At Sea" at the Trans-Lux 60th Street, New York.

ties for a vacation. . . . Bookkeeper Laura Rosenthal spent a week in Washington. . . . Howard Herman, Hawthorne, Hawthorne, N. J., vacationed at Cape Cod. . . . Bill Basil, American, Lodi, N. J., was spending it at his Parsippani, N. J., bungalow. . . . There were two graduations in booker Joe Ornstein's family, son Allan from public school and daughter Francine from Far Rockaway High. . . . John Geysler, Verona, N. J., was vacationing. . . . Lou Martin, Majestic, Paterson, N. J., was visiting his son. . . . Sidney Stern, Columbia Amusement Corporation, was visiting his children at summer camp.

A massive national TV and radio advertising campaign was set by 20th-Fox for "Broken Lance," Roxy, and other key houses across the country. The promotional drive will see some 160 key domestic markets blanketed with special announcements at least 10 days in advance of openings. Twenty and 60-second TV trailers will be employed, opened to permit local playdate identification, and the programming of spots on a day-and-evening schedule will see a half dozen title identifications per day during the campaign period. The "Broken Lance" spots will bracket lead-

ing network and local programs. Complimenting the TV campaign will be a barrage of radio announcements, of 20, 30, and 60 seconds, on key outlets across the country. The radio segment of the drive also will be on a saturation basis starting 10 days before "Broken Lance" engagements begin.

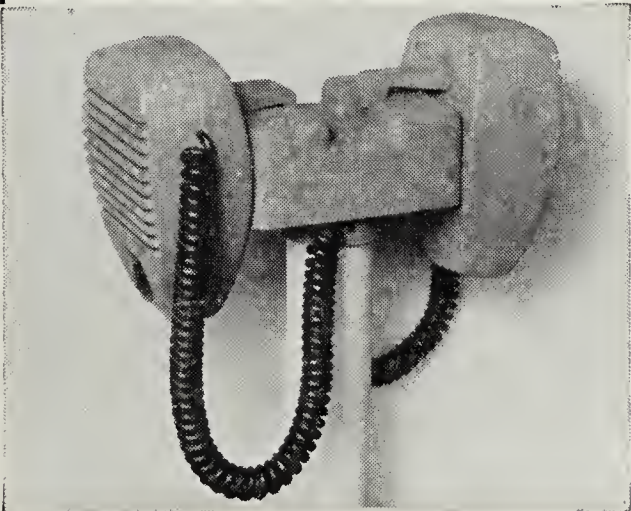
Joseph H. Moskowitz, 20th - Fox vice-president and eastern studio representative, sailed for Europe on a business trip.

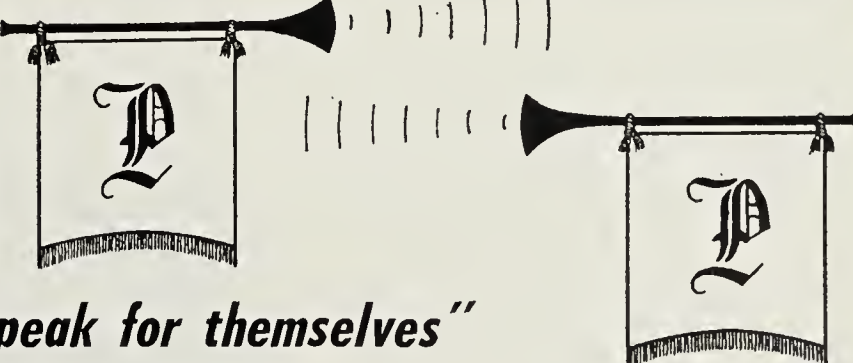
W. R. Frank, producer of "Sitting Bull," first CinemaScope feature for United Artists release, arrived for a four-day series of conferences with UA executives on sales and promotion plans.

Three young bandits, one armed, escaped with approximately \$500 after robbing the Victory and tying up Arthur Worth, assistant manager, and Summer White, an aide.

Perceival E. Furber, president, Trans-Lux Corporation, announced that his circuit had leased the Normandie from David Weinstock, raising the number of Trans-Lux houses to 15.

Amalgamated Productions, Inc., headed by William F. Rodgers, formerly with





PERKINS

"They speak for themselves"

PERKINS

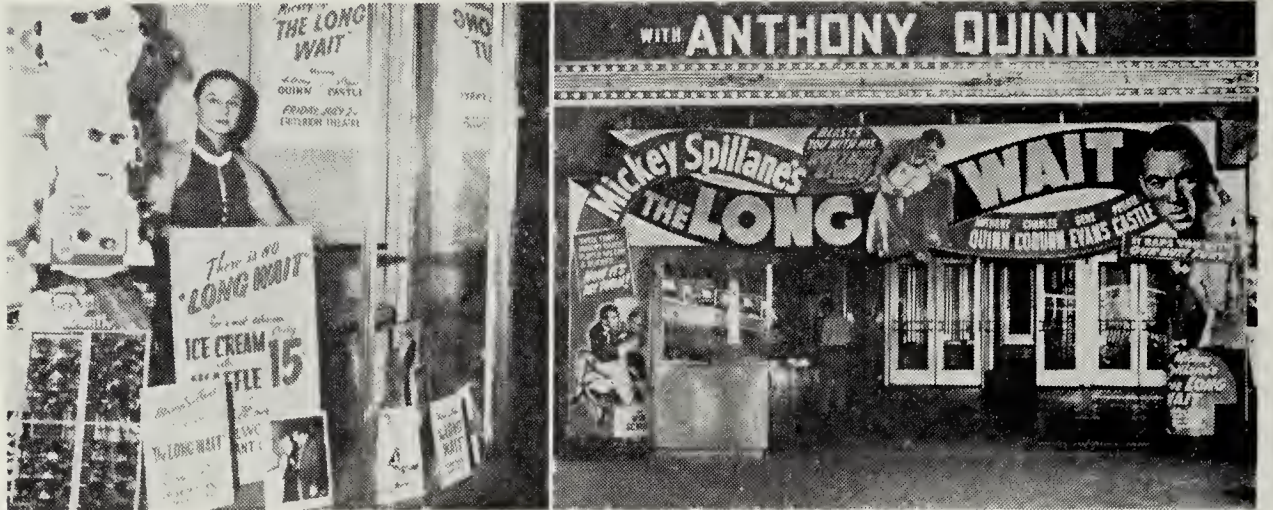
THEATRE SUPPLY INC.

505 PEARL STREET

BUFFALO, N. Y.



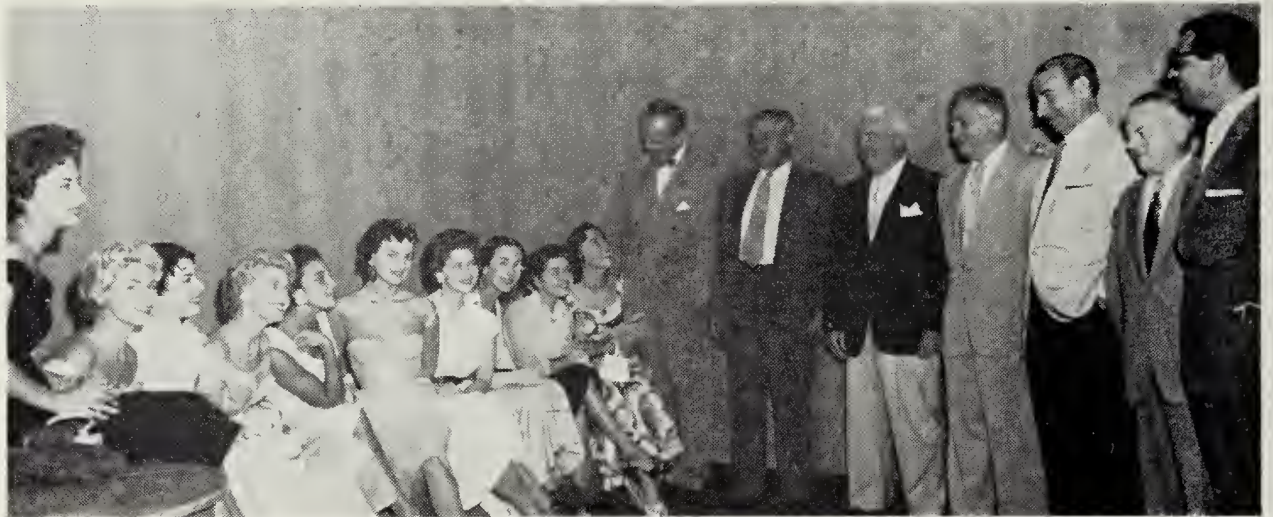
An aide dressed in military mufti and gun recently paraded through the important sections of Jersey City, N. J., plugging Warners' "Them," SW Stanley.



A colorful campaign attended the recent opening of UA's "The Long Wait" at the Criterion, New York, and was highlighted by, left, a pretty model who awaited the opening in the window of a Woolworth store, and right, a flashy display in front of the theatre.



The Cinema, Buffalo, recently staged an ancient vintage auto parade to the theatre in connection with U-I's J. Arthur Rank production, "Genevieve." It created attention, with members of the Antique Auto Club of America in the Lake Erie region all carrying banners.



U-I executives recently welcomed "Miss Universe" beauties on their stop over in New York City enroute to the annual competition in Long Beach, Cal., where U-I was one of the sponsors. The U-I executives are, left to right, Ray Moon, assistant general sales manager; Ray Miles, controller; F. J. A. McCarthy, southern and Canadian sales manager; Maurice Bergman, eastern studio representative; F. M. Blake, western sales manager; James Jordan, circuit sales manager; and Norman Gluck, United World vice-president.

MGM, moved to new offices at 1270 Sixth Avenue, 19th floor.

Milton R. Rackmil, president, U-I, returned from California following two weeks of conferences at the studios.

Alfred E. Daff, U-I executive vice-president, returned after spending seven weeks at the studios in California.

New Jersey Newark

A cooperative ad was arranged by Robert R. Deitch, advertising and publicity director for Stanley Warner in New Jersey, to plug engagement of "The High and the Mighty" in its four first-run playdates in that territory. It was with King's supermarkets in North Jersey and was run in eight newspapers plus in-store displays and window coverage in 16 supermarkets in the area.

Charles J. Bachman, in charge of maintenance and sound for Stanley Warner Theatres, Newark zone, resigned to accept a position with the Fairchild Recording Equipment Company. John Danis has been appointed head, maintenance department, and Charles Piltz, sound engineer, has been placed in charge of the sound department.

Plainfield

William "Loupe" Alexander, veteran legitimate and motion picture theatre stagehand, died. Alexander, believed in his 80's, started his career as a "top mounter" in acrobatic units at the turn

of the century. The last stage show he handled in Plainfield was a Ballet Theatre performance at the Oxford. He maintained membership in the Union City Motion Picture Machine Operators and Stage Employees local for 25 years.

New York State Albany

From the bustle and noise of a second floor site at 1044 Broadway to the rest-



When Loew's recently learned about the "Carnival Of Cars" parade which marched from 59th Street down Fifth Avenue and across 45th Street, New York City, to the opening of the Antique Car Museum, Times Square, the enterprising publicity department hurriedly rounded up five pretty models in bathing suits, had a slew of banners made and got in on the parade. "Loew's Summer-time Star Parade" thus received attention from the crowds.

ful quiet of a sixth floor air-conditioned downtown office building at 545 Broadway is the change which Paramount employees have experienced. Whether the shift to smaller quarters in the main business section is portentous remains for the future to disclose. The new Paramount quarters face Broadway, across Columbia Street from the Union Railroad Station. They are reached by an elevator. George Schur, manager, Paramount branch operations, was in to assist branch manager Dan Houlihan and staff on the trek south. George Thornton, Saugerties - Windham - Tannersville, and Phil Baroudi, North Creek, Indian Lake, were among the exhibitors calling the first week.

The ninth sidewalk exhibit at the Strand, arranged by the theatre and Albany Artists Group in connection with "Ring of Fear," went down in history as one of the best. Approximately 140 paintings and water colors were displayed on the Monroe Steret side of the Strand for four days. Three prizes, top, \$25, were awarded to the entries judged finest by a committee. A fourth was added for the picture voted most popular by patrons. Men and women from more than 15 communities in the Albany area submitted originals. The title of each, and asking price, was listed with the contestant's name, in a mimeographed stapling compiled by Artists Group, advertising on the front cover the Warner CinemaScope picture. The Strand lobby, in which works of the local artists unit have been hung for more



Ross Hunter, producer, U-I's "Magnificent Obsession," who recently visited Buffalo in connection with the advance promotion, is seen here at the U-I exchange being welcomed by Bill Brereton, Basil's Lafayette, as Dave Miller, U-I Buffalo branch manager, looks on, along with the staff.

than a year, will henceforth display a different one weekly, committee chairman Paul Dennis announced. Sales at the sidewalk gallery were reported. Stanley Warner zone manager Charles A. Smakwitz and Strand manager A. O. La Flamme cooperated closely.

Scheduled to vacation at the Neville Country Club Hotel in Ellenville was Herb Schwartz, Columbia salesman, and Jimmy Moore, Warners, returned from vacation, as did Howard J. Smidt, Paramount. Schwartz's younger brother, Marty Ross, discharged from the army last fall after two years' service, teams with Bob Snyder on a Saturday-Sunday matinee program over WABY from the lobby of the Palace.

Leo Rosen, new general manager, Schine-owned WPTR, and former Fabian, Warner, and Hellman manager, recently became a grandfather for the second time. Mrs. Ted Rosen, wife of his son, gave birth to a boy in Glen Cove. Rosen, who succeeded Gus Lampe as manager, on a moveover from the post of commercial manager at WROW-TV, said he hoped to make WPTR mean "Business in Albany."

The Delaware, Stanley Warner art theatre, reopened after a two-week shutdown. Manager is John Brousseau. . . . Speaking of vacations, Stanton Patterson, Leland manager, left on his. Louis Rapp, manager, Erie, Schenectady, substituted.

Bill With, Palace manager, had been taking his summer rest and recreation. Eugene Ganott, With's chief assistant, was at the helm. John Gottuso, also of the Palace management staff, checked back after two weeks.

Edgar S. Van Olinda, film critic for The Times-Union, ran into Bernard Kranze, one-time RKO branch manager here and now a United Artists executive, and Ed Fabian, Fabian Theatres, in New York, while en route to Atlantic City for the premiere of "Living It Up." Edward J. Wall, Paramount advertising-publicity director upstate, hied to the seashore with him for the premiere. Van Olinda wrote three columns on the junket after he returned. The Knickerbocker



This was the scene recently in the lobby of Walter Reade's Mayfair, Asbury Park, N. J., when Royal Dano, supporting player in Republic's "Johnny Guitar," made a personal appearance. Bob Hynes, city manager, Walter Reade Theatres, arranged the personal appearance tour.

News ran a paragraph in connection with the opening at Fabian's Palace. . . . Adolph Edman, National Screen Service salesman, who splits his time between the New Haven and Albany territories, made a swing north from here.

Norma Doggett, who played one of the brides in "Seven Brides for Seven Brothers," visited on her tour of eastern cities. Accompanied by resident manager Jack Goldberg and field representative Steve Perozzi, the ash blonde called on newspapers, radio, and television stations. She was interviewed by Ken Parker on "Luncheon at the Ten Eyck" over the Schine-owned WPTR, and by Bob Stone over WRGB-TV, Schenectady. Saul J. Ullman, Fabian division manager, accompanied the party to Ten Eyck Room. "Seven Brides For Seven Brothers" will be shown at the Palace.

The New York State Bulletin revealed that collections of state censor fees during June amounted to \$36,154, with the total for the three month period ended on June 30, \$102,125. Distributors pay fees for exhibition licenses.

Buffalo

Assistant general manager Gerald Westergren, Basil Circuit, announced that five of that company's theatres



This old hand-drawn fire fighting equipment, dusted off from exhibition spots in the stations of local volunteer fire companies, was paraded recently to the Strand, Perth Amboy, N. J., to help exploit U-I's "Fireman, Save My Child." The tiein was arranged by George Kemble, manager, with fire companies.



Jane Russell recently shared window display space with "Howdy Doody" in a music shop in Asbury Park, N. J., as the result of a record tieup arranged by Bob Hynes, city manager, Walter Reade Theatres, in the New Jersey resort city, in connection with RKO's "The French Line," Mayfair.

have been equipped with large screens and are now showing CinemaScope features. Only four more to go, and the big job will be completed, he says.

Spence Balsler, film buyer-booker, Basil Theatres, and Mrs. Balsler are enjoying a respite in Northern Canada. . . . Mary Armbruster, Basil office manager, left for Quebec to visit Saint Ann de Buepre and other shrines.

Dick Miller, Basil Victoria manager, returned from Boston, where he spent his vacation. . . . George Kraus, manager, Basil's Varsity, is getting his gear ready to go to Camp Drum, where he will spend his vacation with the National Guard.

About 350 patrons of the Victoria were asked to leave the theatre for about 15 minutes while firemen found the source of smoke in the building. Battalion Chief Michael F. Weber said the smoke apparently came from papers burned in a furnace and had seeped into the air-conditioning system. John W. Hadaway, assistant manager, allowed the patrons to return after it was ascertained that there was no danger.

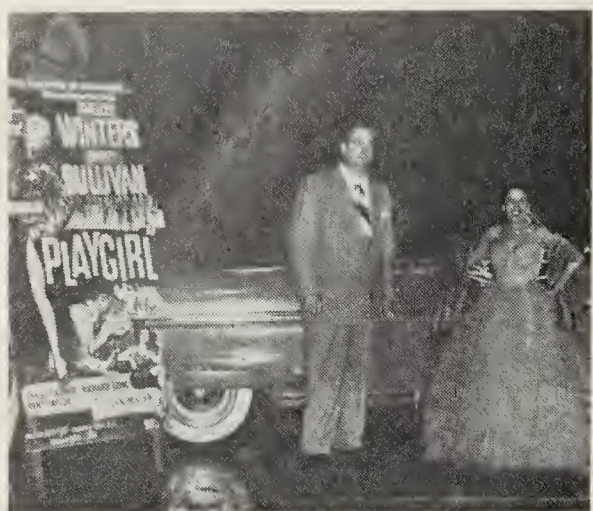
A drive-in will be built on the southeast corner of Transit Road and Wehrle Drive. The Lancaster Town Board has issued a permit for the outdoor theatre, which will cover six acres, to Sarkes Stephen, Kenmore.

George Mackenna, general manager, Basil's Lafayette, and family will vacation with Elmer F. Lux, Elmart Theatres, Inc., and his family at Shandur Lake, northern Ontario.

Arthur Krolick, Buffalo AB-PT district manager, vacationed on Long Island with his wife.

When the African ostriches, Arabian camels, and mules, as well as other beasts raced as part of the big animal show put on in Civic Stadium for the benefit of The Evening News "Smokes Fund," Eddie Meade, Shea's Buffalo publicity director, discovered that the fleet-footed Arabian racing camels in the

(Continued on next page)



Nick Schermerhorn, general manager, Walter Reade Theatres, is seen at the Park, Morristown, N. J., with "Miss Playgirl," model Rose Christiano, who helped exploit U-I's "Playgirl" recently. Manager Jack Pardes arranged a tie-in to outfit the girl for exploitation.

EYING THE

Exchanges

NEW YORK—A farewell luncheon by the United Artists office staff honored booker Buddy Muchnick, who resigned. Muchnick presided over the gala opening of his theatre, the Mayfair, Flushing. The staff presented him with a leather portfolio.

U-I—Booker Marvin Friedlander spent a weekend at Salisbury, Vt. . . . Print booker Richard Feinstein received birthday congrats. . . . Tom Goff, booker, was vacationing with his wife and son. . . . Salesman Fred Mayer's son Jon was home from Michigan State University.

BONDED—Examiner Tommy Manzone will have a fishing vacation in Canada. . . . Switchboard operator Dottie McDonough was vacationing. . . . Bookkeeper Mildred Barron was spending it in High Mount, N. Y.

MGM—Theresa Muraco, boxoffice department, was on the vacation trail. . . . Booker William Frankle was spending his in the Black Forest, northern Wisconsin. . . . Estelle Green, print booker, was on her annual. . . . A birthday is coming up on Aug. 21 for projectionist Abe Kessler.

REPUBLIC—Chrys Blionas, 16mm. booker, celebrated her birthday before leaving for her Catskill respite. . . . Switchboard gal Irene Anastasiou was spending a weekend at Fleischmann's. . . . Print booker Auria Lopez was on her annual.

COLUMBIA—A newcomer to the office is Barbara Wilson. She was formerly with National Screen Service. . . . It was a Mastic weekend for Gene Dailey, boxoffice department. . . . Inspector Ed Gentner was enjoying a Bermuda cruise. . . . Inspectress Alice Duke was back from her vacation hideaway at Lake Ronkonkoma. . . . Ceil Weiner, inspectress, was spending her vacation at her summer villa at Spring Glen.

ALLIED ARTISTS—Secretary Sina Turrisi and husband Phil were enjoying the Miami Beach, Fla., atmosphere. . . . Vivian Sticht resigned. . . . Back from their respective vacations were salesman Jack Farcas and head booker Etta V. Segall.

RKO—Switchboard operator June Jacobson was spending her first week in Connecticut and another in the mountains. . . . Bud Giles, boxoffice department, was enjoying Catskill greenery at Windham.

UNITED ARTISTS—It was a Long Beach vacation for booker's secretary Harriet Handler. . . . Booker Calvin Young was on his annual. . . . Head booker Tony Agoglia returned from his East Hampton, Conn., vacation. . . . Booker's secretary Vana Smith, while weekending at Atlantic City, saw Dean Martin and Jerry Lewis at the 500 Club. . . . June Hill, booker's secretary, was fishing. . . . Salesman Myron Starr and his wife were proud to hear seven-year-old daughter Nadine recite the blessings of the Sabbath in Hebrew at camp.

WARNERS—Head cashier Harry Hummel and shipper Perry Strow were on their respective vacations. . . . Also headed to vacationland were Minnie Tannenbaum, print booker, and biller Ida Martin.

20TH-FOX—Frances Singer, secretary to the division manager, will spend one week at her summer place in Rockaway and the other at South Fallsberg, N. Y. . . . It was vacation for booker's clerk Sylvia Weitz. . . . Martha Kafka, E-50 clerk, was vacationing. . . . Seymour Cohen was spending a vacation at the Shorehaven Beach Club. In his absence, his office was enlarged. . . . Back are Tom Feeney and secretary Ann Jones.

PARAMOUNT—Max Schreiber, head, accounting department, was vacationing in Peekskill. . . . Carol Davidson, secretary to the office manager, is spending weekends at her Long Beach place. . . . Ledger clerk Stanley Tulanowski was back from his Florida jaunt. . . . Nancy Olivero, accounting department, is resigning to take up motherhood duties. . . . Biller Ruth Richardson takes off for a motor trip vacation through the midwest.



Stephen L. Marley, for the past 15 years manager, Prudential Theatres' Edwards, East Hampton, L. I., was recently elected mayor of the incorporated village, a popular summer resort.



This giant cutout of a telephone recently greeted patrons entering the Majestic, Long Branch, N. J., for two weeks prior to the opening of Warners' "Dial M For Murder." Manager Ted Davidson had the cutout mounted from the stock 24-sheet which is available.

RAMBLIN' 'ROUND—Hy U. Gardner, assistant to Al O. Bondy, was on a trip through New England. . . . Favorite bookkeeper Doris Topol left some of her change at the gambling spots on the way back from her California vacation. . . . Jerry Schapiro, Business Education Films, has been busy. —J. A. D.

Buffalo

(Continued from preceding page)

show were the same as in the MGM feature, "Valley Of The Kings," Shea's Buffalo. He therefore, offered special cash prizes to the win, place, and show "jockeys" in the race.

Harold Bennett, National Screen Service manager, was recuperating from an operation at Sisters Hospital.

Murray Whiteman, past chief barker, Variety Club, who was chairman of the annual Variety Club day at the Fort Eric races, presented a Tent 7 blanket to the winner of the handicap.

—MRS. NEDRA GRAY

East Hampton

Stephen L. Marley, for the past 15 years manager, Prudential Theatres' Edwards, is now mayor of this incorporated village, having been elected by an overwhelming majority. Both Marley and Morely Quatroche, manager, Prudential Theatres' Southampton, report that each summer brings a larger number of film stars to eastern Long Island and that they evidently enjoy a "busman's holiday" by seeing their fellow stars in the Long Island theatres.

Mount Vernon

A newly renovated and streamlined RKO Proctor's is catering to the entertainment needs of the people of Mount Vernon. The entire lobby has been re-decorated and new mirrors have been installed in the foyer, which is lighted by a huge imported chandelier. The auditorium has been newly carpeted and decorated, and a modern streamlined candy and refreshment bar is ready.

Palatine Bridge

The El Rancho Drive-In features a 50 cent admission or \$1 for a carload, on all except "special attractions."

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections: GRANTLAND RICE SPORTLIGHTS (12), HEADLINER CHAMPIONS (6), HERMAN AND KATNIP (4), NOVELTOONS (6), PACEMAKERS (6), POPEYE CARTOONS (8), TOPPERS (6), RKO Three Reel WALT DISNEY REISSUE (1), EDGAR KENNEDY REISSUES (6), LEON ERROL REISSUES (6), RAY WHITLEY REISSUES (2), SPECIALS (8), SPORT SPECIALS (2), COLOR SPECIALS (1), TRUE-LIFE ADVENTURES (2), MY PAL REISSUES (2).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections: One Reel SCREENLINERS (13), SPORTSCOPE (13), 3-D COLOR SPECIAL, WALT DISNEY CARTOONS (18), WALT DISNEY MARQUEE MUSICALS (6), MICKEY MOUSE BIRTHDAY CARTOON REISSUES (6), ADVENTURES IN MUSIC CARTOONS (Technicolor), Republic Three Reels SPECIALS (1), SERIALS (4), SPORTS SPECIAL (1), One Reel THIS WORLD OF OURS (6).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections: 20th Century-Fox CINEMASCOPE SPECIALS (Technicolor), SEE IT HAPPEN (6), SPORTS (6), TERRYTOONS (26), TERRYTOON TOPPER REISSUES (10), United Artists Three Reel TECHNICAL SPECIAL, Two Reel SPORTS SPECIAL, Universal-International Two Reel MUSICAL FEATURETTES (13), SPECIALS (3).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains sections like One Reel COLOR PARADES (8), VARIETY VIEWS (8), WALTER LANTZ CARTUNES (13), WOODY WOODPECKER REISSUES (6), Warners (Three Reel SPECIAL, Two Reel VISTARAMA SPECIALS, SPECIALS (12), CLASSICS OF THE SCREEN (6), BLUE RIBBON HIT PARADES (13)), and BUGS BUNNY SPECIALS (8).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains sections like JOE McDOAKES COMEDIES (6), MELODY MASTER BANDS REISSUES (6), MERRIE MELODIES (23), THE SPORTS PARADE (10), and VITAPHONE VARIETIES (7).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains various titles including Anna Pavlova Dances (Lewls), Athletic Stars (Color), Atom Goes to Sea, The (Bondy), Ben and Me (Technicolor), Big Scot (Technicolor), Can-Can (Color), Cinderella's Love Lesson (Eastman Color), Corral (National Film Board of Canada), Crow And The Fox, The-Cuckoo And The Cock, The (Color), Crucifixion (Meadow), Crystal and Glassware (Color), Dance For Cynthia, A (Meteor), Fifty-first Dragon, The (Tech.), Figurehead, The (Color), Fort McHenry (Hoffberg), Girl Behind The Curtain (Broadway Roadshows), Glass Houses (Meadow), Glorious Lake Baikal, The (Artkino), Glory of Goya (Manor), Going Places (Technicolor), Heart of Highland, The (Color), Howdy Doody and His Magic Hat (Color), In The Pamins (Artkino), Isaac and Rebecca (Color), Kilmainham Jail (Mayer-Kingsley), Life With Caesar (Mayer-Kingsley), Little Greyneck (Color), Long Flight, The (BIS), Look Who's Driving (Technicolor), Love For Sale (3-D), Maid In The Hay (Union), Martin and Gaston (Color), May Day Parade, The (Artkino), Mountain of Fire (Color), Once Upon a Day (Color), One Plane, One Bomb (Civil Defense), Open Window, The (BIS), Operation Hurricane (BIS), Painted Fox, The (Color), Poland 1953 Part IV (Artkino), Price of Liberty, The (COMPO), Prince Philip (Stratford), Return to Glencascul (Mayer-Kingsley), St. Patrick's Day Parade (Color), Siena, City of the Palio (IFE), Solar Eclipse, The (Artkino), Song Without Words (IFE), Soviet Sport No. 7 (Artkino), Sunday By The Sea (Arjan), Surprise Peaks At Hollywood (Bell), Telephone Goes To Camp, The (Bell Telephone), Timber-r-r (Color), Toot, Whistle, Plunk, And Boom (Technicolor), Turpin-Olson Fight (Int. Boxing Club), USSR Today No. 1, 5, 16, 18, 22, 26, 31, 34 (Artkino), Valentin Serov (Color), Where Is Anabel (Bell), World At Your Feet, The (Tech.), World Skating Championship (Artkino).

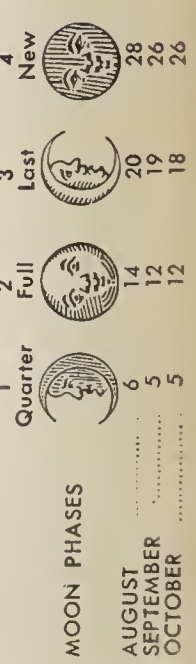
Miscellaneous

America's Untapped Asset (United World)G 12 1/2m. 3657

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible an information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JULY Return From The Sea N. Brand, J. Sterling The Weak And The Wicked G. Johns (English-made)	JULY Indiscretion Of An American Wife J. Jones, M. Cliff, G. Cervi (Made in Italy) Hell Below Zero A. Ladd, B. Sydney, J. Tetzl (Made in England) The Outlaw Stallion P. Carey, D. Patrick (Technical) The Caine Mutiny H. Bogart, J. Ferrer, V. Johnson, F. MacMurray (Technical) (Special release)	JULY River Beat P. Kirk, J. Bentley (English-made) Thunder Pass D. Clark, D. Patrick, A. Devine	JULY Valley Of The Kings R. Taylor, E. Parker (Made in Egypt) (Eastman Color) Gone With The Wind (Reissue) (Technical)	JULY Knock On Wood D. Kaye, M. Zetterling (Technical) The Greatest Show On Earth (Reissue)	JULY Susan Slept Here D. Powell, D. Reynolds (Technical) Gunga Din The Last Patrol (Reissues) Hans Christian Andersen D. Kaye, Jeanmarie (Technical) (Goldwyn)	JULY Laughing Anne W. Corey, M. Lockwood, F. Tucker (Technical) (Made in England)	JULY Garden Of Evil G. Cooper, S. Hayward, R. Widmark (Technical) (CinemaScope) Gambler From Natchez D. Paget (Technical) The Royal Taur Of Queen Elizabeth And Philip (Color) (CinemaScope)	JULY Apache B. Lancaster, J. Peters (Technical) (Hecht-Lancaster) The Lawless Rider J. Carpenter, F. Darrow (Carpenter) Return To Treasure Island D. Addams, T. Hunter (Pathecolor) (Pollexfen) Adventures Of Robinson Crusoe D. O'Herilly, J. Fernandez (Pathecolor) (Made in Mexico) (Dancigers-Ehrlich)	JULY Johnny Dark I. Curtis, P. Laurie (Technical) Tanganyika V. Heflin, R. Roman (Technical) The Egg and I (Reissue)	JULY The High and The Mighty J. Wayne, L. Day, C. Trevor (WarnerColor) (CinemaScope) Ring Of Fear P. O'Brien, M. Spillane, C. Beatty (WarnerColor) (CinemaScope)
AUGUST Security Risk J. Ireland, D. Malone Killer Leopard J. Sheffield, B. Garland	AUGUST Coroner Creek Gunfighters (Reissues) Pushover F. MacMurray, P. Carey, K. Navak The Law vs. Billy the Kid S. Brady B. St. John (Technical)	AUGUST Terror Ship W. Lundigan The Unholy Four P. Goddard Silent Raiders R. Bartlett, J. Bordeaux Life With The Lyons B. Daniels, B. Lyon (English-made)	AUGUST Her Twelve Men G. Garson, R. Ryan, (AnascoColor) (Print by Technicolor) Seven Brides For Seven Brothers H. Keel, J. Powell (CinemaScope) (AnascoColor)	AUGUST About Mrs. Leslie S. Booth, R. Ryan, M. Millar Living It Up D. Martin, J. Lewis, J. Leigh (Technical) Rear Window J. Stewart, G. Kelly, W. Corey (Technical)	AUGUST Every Girl Should Be Married The Window (Reissues) Passion C. Wilde, Y. DeCarlo (Technical) (SuperScope)	AUGUST Make Haste Ta Live D. McGuire, S. McNally, M. Murphy	AUGUST Broken Lance S. Tracy, R. Widmark, K. Jurado, R. Wagner, J. Peters (CinemaScope) (Color by Deluxe) The Raid V. Heflin, A. Bancroft (Technical)	AUGUST Crossed Swords E. Flynn, G. Lollobrigida (Pathecolor) (Mahon-Vassarotti) Down Three Dark Streets B. Crawford, R. Roman (Gardner-Levy) The Diamond Wizard D. O'Keefe, M. Sheridan (Pallos) (English-made) Malta Story A. Guinness, J. Hawkins (De Sarigny) (English-made) Victory at Sea (NBC Film Division) (Documentary)	AUGUST Magnificent Obsession J. Wyman, R. Hudson, B. Rush (Technical) Francis Joins The WACS D. O'Connor, J. Adams C. Wills	AUGUST Duel In The Jungle D. Andrews, J. Crain, D. Farrar (Technical) (Made in South Africa and England) King Richard And The Crusaders R. Harrison, L. Harvey, G. Sanders (WarnerColor) (CinemaScope)
SEPTEMBER Jungle Gents L. Gorcey, H. Holl, L. Luez Two Guns and A Badge W. Morris, B. Garland	SEPTEMBER	SEPTEMBER The Deadly Game L. Bridges, S. Silva (English-made) The Siege (Italian-made)	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe) Brigadoon G. Kelly, C. Charisse (Anasco color) (CinemaScope)	SEPTEMBER Sabrina A. Hepburn, H. Bogart, W. Holden	SEPTEMBER This Is My Love L. Dornell, D. Duryea, F. Domergue (Eastman color) She Wore A Yellow Ribbon (Reissue)	SEPTEMBER	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Technical) (CinemaScope)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technical) The Black Shield Of Falworth T. Curtis, J. Leigh (Technical) (CinemaScope)	SEPTEMBER Dagnet J. Webb, B. Alexander, A. Robinson (WarnerColor)	

At the request of a midwestern drive-in owner, MOTION PICTURE EXHIBITOR is adding information concerning phases of the moon to its list of services. Drive-in operators should find it advantageous to book color films during a full moon. The accompanying chart applies to the central time zone, with slight adjustments necessary for east and west.



OBSERVATIONS
Sept. 6—Labor Day

AUGUST
SEPTEMBER
OCTOBER



GREAT REVIEWS!

"Should parlay its adventure theme into a hefty box office."—VARIETY

"A really fine film that will appeal to a wide audience."—M. P. DAILY

"Impressive... colorful... able and tasteful interpretation of the Defoe classic."—FILM DAILY

"Well done! Angles are legion for adroit showmen."—BOXOFFICE

GIANT BOXOFFICE!

3 WEEKS FOR PARAMOUNT IN PHOENIX

2 WEEKS FOR LOEW'S IN CLEVELAND

2 WEEKS FOR INTERSTATE IN HOUSTON

2 WEEKS FOR LOEW'S IN ST. LOUIS

2 WEEKS FOR LOEW'S IN SYRACUSE

SMASH OPENINGS IN DENVER (ALADDIN) and FT. WORTH (PALACE)!

Now watch hundreds of new dates coming up in August!

COLOR
BY
**PATHE-
COLOR**

DANIEL
DEFOE'S

ADVENTURES OF ROBINSON CRUSOE

Starring **DAN O'HERLIHY** with **JAMES FERNANDEZ** (as FRIDAY)

Produced by **OSCAR DANCIGERS** • Assoc. **HENRY EHRLICH** • Directed by **LUIS BUNUEL**

QUALITY PICTURES
UA

50TH ANNIVERSARY
UA

MOTION PICTURE

EXHIBITOR

AUGUST 11, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



Illinois TOA Unit Seeks Aid For Reade

(page 7)

"Cooperation Without Pay"

(editorial)

AND FEATURING: THE SERVICESECTION

← President Arthur B. Krim discussed UA's lineup of 48 features, representing an investment of \$40,000,000, at a New York trade press conference last week.



NEVER FILM

G GREATER W WITH T HE W WIDE-SCREEN!

DAVID O. SELZNICK'S
Production of MARGARET MITCHELL'S Story of the Old South
"GONE WITH THE WIND"
in TECHNICOLOR
Starring
CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD • OLIVIA de HAVILLAND
A SELZNICK INTERNATIONAL PICTURE
Directed by VICTOR FLEMING
Screen Play by Sidney Howard
Music by Max Steiner

IMAGINE THIS!
"GONE WITH THE WIND" in the first 90 engagements of its fifth release topped its second, third and fourth release and even exceeds the first (*original*) release in the following cities:

Philadelphia	Birmingham
Boston	Nashville
Cincinnati	Chattanooga
Detroit	Austin, Texas
Evansville	Colorado Springs, Col.
Pittsburgh	Green Bay, Wis.
El Paso	Charleston, S. C.
Omaha	Washington, D. C.
	Augusta, Ga.

★

CHOICE OF SOUND: PERSPECTA
STEREOPHONIC OR OPTICAL 1-CHANNEL

BEFORE IN HISTORY!

The phenomenal grosses of
"GONE WITH THE WIND"
in its 5th release are a Miracle
of All-Time Show Business!

FOR INSTANCE IN ITS 5th RELEASE!

"GWTW" 128% of "MOGAMBO"

"GWTW" 178% of "LONG, LONG TRAILER"

"GWTW" 133% of "SHOW BOAT"



TYPICAL HEADLINES FROM VARIETY!

"WIND" ROARING! Philly (4th week) "WIND" BOFF! Wash., D.C. (3rd week)
"WIND" LIVELY! Cleveland (6th week) "WIND" WHAM! Pittsburgh (3rd week)
"WIND" WOW! Louisville (3rd week) "WIND" SMASH! Cincinnati (3rd week)
"WIND" SOCK! Indianapolis (3rd week) "WIND" HOT! Minneapolis (3rd week)
"WIND" HEFTY! St. Louis (5th week) "WIND" SOLID! N. Y. (10th week)
"WIND" TOPS! Toledo (5th week) "WIND" MIGHTY! Buffalo (4th week)
"WIND" WHAM! Charlotte, N. C. (4th week)

"ON THE WATERFRONT"

\$66,776.

IN ONE WEEK

at the

1050 seat

Astor Theatre, New York!

**SETTING A NEW ALL-TIME
BOXOFFICE RECORD IN THE
28-YEAR HISTORY OF THE ASTOR,
THE HOUSE THAT HAS PLAYED
THE INDUSTRY'S TOP PRODUCTIONS!**

Columbia Pictures presents

MARLON BRANDO "ON THE WATERFRONT"

An Elia Kazan Production co-starring Karl Malden · Lee J. Cobb with Rod Steiger · Pat Henning

and introducing Eva Marie Saint Produced by Sam Spiegel Screen Play by Budd Schulberg

Music by Leonard Bernstein Directed by Elia Kazan



COOPERATION "WITHOUT PAY"

THE INDUSTRY is generally familiar with most of the complaints being hurled against distributors these days by exhibitors, but something new has now been added.

At the convention of the Allied Independent Theatre Owners of Iowa, Nebraska, Southern South Dakota, and Mid-Central a fortnight ago, theatremen brought up a new squawk.

Some claimed that they had received a form letter and card from a distributor a few days before playdate asking that the theatre, in order to fill an already confirmed and paid for date, to drive, without pay, to a scheduled spot to pick up a print on a circuit.

This, of course, is not an uncommon practice as long as everybody is agreeable. Going out of one's way to get a print is no rarity.

However, the complaint comes in the fact that the phrase, "without pay," is being used.

The point is made that if the distributor gets away with this he will be able to cut down the number of prints being used even more than at present because few exhibitors will miss the opportunity to grab a print even if it means driving for it.

The Allied unit suggests that the distributor be billed for mileage on any trips driven for film not mutually agreed to at the time of booking, or just deduct the cost of the trip from the next invoice.

Obviously, if this sort of practice is allowed to continue, it is but another evidence of the fact that there is a lack of sincerity on the part of the distributor in his relationship with the exhibitor.

It has gotten so that actually the theatremen has now become suspicious of every move that the distributor is making, and it is not difficult to predict that if this sort of relationship is allowed to continue, something is going to blow wide open.

BLANKETS AND DRIVE-INS

STILL ANOTHER CASE has been reported wherein an automobile, pulling out of a drive-in, hit four small children lying on a blanket in front of the screen, injuring one child critically, with all four of the children having to be taken to the hospital.

With more than 4000 drive-ins in operation, incidents of this kind are likely to be on the increase unless

drive-in owners take special steps to guard against such accidents.

There is always the possibility of the proper copy being used in a trailer which might take care of the problem without unduly alarming the patrons, although this might introduce a depressing note into what otherwise should be a gay occasion. Closer policing of the grounds might help, too.

WRONG TACTICS

THE SITUATION in Chicago where the local police turned back cars which sought entrance to a drive-in playing "The French Line" smacked of tactics hitherto identified with nations other than ours.

Regardless of whether or not "The French Line" has an industry Production Code Seal, individual censorship does not represent the American way.

In the same vein, some newspapers took it upon themselves to censor the advertising, which is bad enough, but when such censorship takes on some of the tactics that it did, the whole thing becomes slightly ridiculous.

No one benefits from such a dilemma. Those advocating stricter censorship certainly don't show up well under the publicity spotlight; the theatre owners certainly don't relish the situation; and the industry itself is bound to suffer.

ILLINOIS IS HEARD FROM

SHORTAGE OF PRINTS, forced sale of blocks of pictures, forcing shorts with features, and the detrimental effect on new improvements in theatres by too excessive rentals are but four highlights of the complaints registered by United Theatre Owners of Illinois at a recent meeting. The print problem is currently the number one issue in the industry, but such items as forcing the sale of an entire group of features and forcing of shorts with features, it would seem, are definitely banned, according to court edict.

This has been a busy summer for exhibitor organizations and their resolutions. Let us hope that we are reaching the point where the distributors will either recognize the seriousness of the situation or the exhibitors will force the issue through one method or another.

Jay Emanuel

CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Ruth E. Brandt, active in industry charities, died in New York (page 6).

Joseph H. Curtis, son of Jack Cohn, Columbia executive vice-president, and advertising executive, passes at the age of 37 (page 13).

Distribution

Al Lichtman, 20th-Fox director of distribution, announced that two special CinemaScope reels will be made available free to exhibitors (page 6).

20th-Fox holds an important sales meeting in New York to discuss the merchandising program for "The Egyptian" and other forthcoming releases (page 12).

U-I President Milton Rackmil leads meetings discussing top-budget production calendar for 1954-55 (page 13).

Dore Schary, MGM studio head, announces that a minimum of 27 important productions will be made in the next 12 months (page 14).

Exhibition

New York exhibitors win partial victory in tax fight as temporary injunction is signed, but city appeal is imminent (page 7).

Ben Marcus, National Allied president, warns that print shortage endangers small houses (page 12).

Financial

Charles P. Skouras, National Theatres president, reports that net income for 39 weeks ended on June 26 is approximately the same as last year (page 12).

Consolidated net income of RKO Theatres and subsidiaries increased in second quarter (page 13).

International

James J. Fitzgibbons, president-managing director, Famous Players Canadian Corporation, sees industry improvement (page 8).

Seven bachelor brothers from London, Ontario, participate in festivities for MGM's "Seven Brides For Seven Brothers" (page 8).

Legal

NSS answers Supreme Court appeal of Independent Poster Exchange in monopoly suit (page 7).

Mel Konecoff

United Artists' progress report, a welcome to England's Tom O'Brien, and a talk with producer Robert Rossen come in for attention (pages 6 and 9).

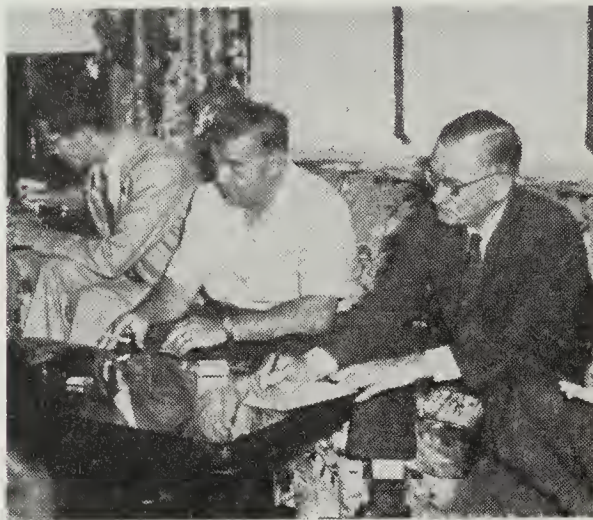
Organizations

United Theatre Owners of Illinois back TOA president Walter Reade, Jr., in encouraging independent production (page 7).

National Allied committee members prepare for meetings with film company sales executives to discuss current practices (page 15).

Technical

Perspecta stereophonic sound demonstrations set throughout country (page 14).



Academy Award winner Robert Rossen, second from left, who will produce and direct "Alexander The Great" for United Artists release, recently discussed his plans for the multi-million-dollar historical spectacle at a New York trade press conference prior to his leaving for Europe.

NEW YORK By Mel Konecoff

ARTHUR KRIM, president, United Artists, last week issued a progress report on the state of the company as well as plans for the immediate and distant future. He announced that in the 12 months commencing on Sept. 1, 48 features will be released at the rate of four monthly, with one of the four to be really a top release calculated to bring in a minimum of two millions in United States and Canadian grosses, but with considerably more anticipated.



KONECOFF

Another of the monthly four will be expected to return domestic grosses of at least a million dollars and quite probably much more. The balance of each monthly package will be made up of entertaining, exploitable releases, he said.

Krim reported that the company management was aiming to increase the top category to 24 for the 1956 season or double what is planned for this year, but he expected that the monthly release rate would be maintained at four. He and his associates were extremely bullish about the business, which is on the upgrade, and in furthering their belief, are pouring in all available resources into top films.

The next eight weeks will see four top pictures going into production at a cost of some eight millions, all being financed through United Artists. These are "Gentlemen Marry Brunettes," "Night of the Hunter," "The Gabriel Horn," and "Not As A Stranger." Krim estimated that the cost of the 48 features for the 1954-55 season at about 40 millions and reported that the company will have released some 50 pictures in the 12 months ending on Aug. 31.

The chief executive reported that company grosses are improving. It is expected that the total will exceed 40 millions this

(Continued on page 9)

Latest Bulletins

(Developments At Press Time)

Lichtman Announces New CinemaScope Reels

NEW YORK—The preparation and early availability of two specially-produced CinemaScope reels, one dealing with stereophonic sound, and one describing new camera "taking" lenses plus forthcoming 20th-Fox releases, for general theatre exhibition and at no cost to exhibitors, was announced by Al Lichtman, director of distribution.

Filming of a third reel, an educational subject designed for theatre projectionists on the best way for presenting CinemaScope, also was announced by the distribution head.

Convening the opening session of a two-day sales meeting in New York to develop a merchandising program for Darryl F. Zanuck's "The Egyptian" and releases through the end of the current year, Lichtman disclosed that the two general exhibition reels are being prepared at the request of many exhibitors.

The first reel will run for nine minutes and deal with the high fidelity directional magnetic stereophonic sound. It further contains side-by-side comparison between four-track stereophonic sound with regular optical sound. Prints will be available the end of August.

The second reel, running time of which is 20 minutes, deals with the new designs of camera "taking" lenses developed by Bausch and Lomb and its use in the company's upcoming release line-up.

TNT Sets Plans For Title Rematch

NEW YORK—James D. Norris, president, International Boxing Club, and Nathan L. Halpern, president, Theatre Network Television, announced that plans had been finalized for TNT to handle the rematch on Sept. 15 of the heavyweight championship fight between Rocky Marciano and Ezzard Charles. This marks the 11th championship bout in which the two organizations have collaborated and the 70th theatre TV presentation by TNT.

Halpern predicted that the event will probably establish a new record for paying spectators to a sports or special presentation, topping the 200,000 persons who saw the first bout. Home television will be blacked out, but the bout will be broadcast.

Maier Leaves RKO Theatres

NEW YORK—Milton L. Maier resigned as general manager, real estate department, RKO Theatres Corporation, after serving with that company for more than 26 years. He was also an officer of the corporation. For 21 years, he acted as real estate counsel and negotiated many important property deals.

Ruth E. Brandt Mourned

NEW YORK—Funeral services were held for Ruth E. Brandt, active in industry charities. She was the sister of William, Harry, Louis, and Bernard B. Brandt and Mrs. Bella Heyman, wife of Jack Heyman.

III. Unit Asks Aid For Reade Efforts

New York Exhibitors End First Tax Round

NEW YORK—Local exhibitors ended the first round of their campaign against the five per cent amusement tax last week with a partial victory as Justice Nicholas M. Pette, Queens Supreme Court, signed an injunction order barring the city from using mills or tokens or collecting "breakage" raising the tax above the five per cent limit.

The order also provides that this preliminary injunction will be stayed if the city files an appeal on or before today (Aug. 11) and prosecutes the appeal reasonably soon thereafter. The case was directed set for trial on Sept. 13.

Although the five plaintiff Queens theatres had stated in the suit that they represented all theatres involved with the tax, the order applies only to them, RKO Flushing, Loew's Willard, Century's Queens and Community, and Brandt's Strand. Thomas Bress, Loew's attorney, pointed out, however, that efforts were being made to permit other exhibitors to become parties of the action by posting the \$250 bond required by Justice Pette of all plaintiffs.

Also stipulated is that the stay against the injunction will end if an appeal is not filed before the set date, but city attorneys indicated that the appeal would definitely be filed. Theatres will collect the full amount required by the tax until a final decision on the matter, but will turn over to the city only that amount keeping the total below the five per cent ceiling. The ruling on the injunction matter left up in the air until the actual trial disposition of the questions of unconstitutionality of the tax law and the exhibitors' contention that the tax violates a provision of the Administrative Code.

The first quarterly payment of the new tax is due on Aug. 20.

NSS Answers Poster Suit

WASHINGTON—Answering an appeal by Charles Lawlor and Mitchell Pantzer, trading as Independent Poster Exchange, Philadelphia, to the U. S. Supreme Court of the lower court dismissals of their anti-trust suit against National Screen Service and the eight major distributors, defendants told the high court last week that the plaintiff's willingness to settle an earlier suit prohibited its new suit.

The answering brief stated that under the settlement of the first suit, IPE entered into a sub-license with NSS to get posters the latter had under exclusive license arrangements and then, six years later, filed the present suit. The high court was told by NSS and the distributors that lower court dismissal was correct since the matter must be considered to have been adjudicated by the earlier settlement and dismissal. It was further stated that Lawlor and Pantzer had renewed the sublicense from NSS and still have it, thereby accepting all the arrangements made under the old settlement and still attacking its validity.

TOA Affiliate Charging Print Shortages, Forced Sales of Blocks and Shorts, And Unfair Demands

ROCKFORD, ILL.—"All exhibitors should support TOA President Walter Reade, Jr., in his efforts to encourage independent film production and should endorse his criticism of the exorbitant film rentals and the unfair sales methods now being practiced upon theatre owners," declared George Kerasotes, Springfield, Ill., vice-president, United Theatre Owners of Illinois, at a regional meeting of the group at the Faust Hotel last week.

The Illinois association, a TOA affiliate, under Kerasotes, assisted by George Gaughan, Memphis, TOA field representative, is conducting a series of meetings throughout the state.

In an open forum, the theatre owners discussed the many problems confronting exhibition and voiced deep concern for the future if distribution does not try to understand the problems of exhibitors and to assist them.

The theatre men were vociferous in their complaints about the 40 per cent and 50 per cent rentals and stated that such high rentals are threatening their subsistence and very existence. Among the specific complaints registered were:

1. *The shortage of prints*—One theatre owner reported that he had purchased six features for a Sunday playdate, but when attempting to book them, was told in each instance that "no prints are available."

2. *Forced sale of blocks of pictures*—Exhibitors reported that group sales "of an entire group, or none" was being practiced by some distributors.

I N D E X

VOLUME 52, NUMBER 15 AUGUST 11, 1954

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THE SERVICESECTION	SS-1—SS-8
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Feature Reviews—"Jungle Gents" (AA); "Two Guns And A Badge" (AA); "Human Desire" (Columbia); "Paid To Kill" (Lippert); "Sabrina" (Paramount); "Every Girl Should Be Married" (RKO); "The Window" (RKO); "The Gambler From Natchez" (20th-Fox); "Crossed Swords" (UA); "The Black Shield Of Falworth" (U-I); "Duel In The Jungle" (WB); "Daughters Of Destiny" (Arlan); "Desires" (Grand Prize Films); "The Stratford Adventure" (Continental); "Uncover Girls" (Mishkin); "The Vanishing Prairie" (Buena Vista); "Varietease" (Beautiful).

Rivoli Reopening Heads B'way Tally

NEW YORK—The Broadway first-runs generally reported satisfactory grosses over the weekend, which was marked by the reopening of the Rivoli.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"DUEL IN THE JUNGLE" (Warners). Paramount expected the opening session to hit \$40,000.

"BROKEN LANCE" (20th-Fox). Roxy reported \$23,716 for Thursday through Sunday, with the second week sure to top \$40,000.

"SEVEN BRIDES FOR SEVEN BROTHERS" (MGM). Radio City Music Hall, with stage show, continued at a remarkable pace, garnering \$109,000 for Thursday through Sunday, and with the third week sure to go above the second, with \$183,000 anticipated.

"LIVING IT UP" (Paramount). Criterion was due for a \$35,000 third week.

"REAR WINDOW" (Paramount). Rivoli reopened to an expected \$63,000 first week.

"PUSHOVER" (Columbia). Globe claimed the second, and last, week would tally \$9,000.

"APACHE" (UA). Mayfair looked toward a \$22,500 fifth week.

"ON THE WATERFRONT" (Columbia). Astor continued at a fast pace and expected the second week to hit \$60,000.

"SUSAN SLEPT HERE" (RKO). Victoria reported the second week would reach \$14,000.

"THE CAINE MUTINY" (Columbia). Capitol was sure of a \$39,000 seventh week.

"MAGNIFICENT OBSESSION" (U-I). Loew's State opened to an anticipated \$56,000 week.

3. *Forcing of shorts with features*—A number of theatre owners reported a doubling of the cost of shorts and the forced inclusion of them in feature deals.

4. *High terms retard new improvements*—The theater men concurred that the excessive rentals now being charged for current product deprives theatre owners of the revenue necessary to modernize their theatres for the presentation of motion pictures in the new mediums.

They were unanimous in their support of the development of any practical plan the TOA leadership could promulgate to increase the product supply.

The next regional meetings will be held in Champaign, Ill., on Aug. 16; Springfield, Ill., on Sept. 13, and Mt. Vernon, Ill., on Oct. 4.

Filmakers' "Hell" In NY Bow

NEW YORK—First major booking in Filmakers recently inaugurated "Exhibitor Guarantee" plan was set for Sept. 3 at the Paramount, when the recently completed "Private Hell 36" will world premiere during the Labor Day holiday weekend. The deal to place this latest Filmakers release was set in a transcontinental phone conversation between Edward L. Hyman, vice-president, ABC-UP, and Harry L. Mandell, vice-president and domestic sales manager, Filmakers.

The International Scene

Canada

Fitzgibbons Sees Some Improvement

TORONTO—An improvement in the industry can at last be seen for the first time in some time, John J. Fitzgibbons, president-managing director, Famous Players Canadian Corporation, told a luncheon-gathering of the circuit's top showmen in Ontario District "B" last fortnight.

Fitzgibbons paid tribute to those who had contributed to the increased business through their exploitation efforts. The gathering was made up of winners of the "Ballyhoo Bonanza Contest," conducted by Dan Krendel, district manager.

"Today it is more difficult to get the boxoffice dollar, and, for the first time, we can feel, our industry can see an improvement in the business," said Fitzgibbons.

He complimented the managers for their efforts to improve the business and told them they were successful because they took the time to think about the jobs they had to do.

The winners were compared by Fitzgibbons with an oak nut. "You are the kind of showmen who force the growing of the industry like an oak nut is forced into a tree. You take off the peel covering the nut. The ideas you get in ballyhoo is the kernel in that nut. You take the time to think about the job you do. You don't take anything for granted. You've seen the potential in that nut to sell tickets."

He said, "Every picture we get is a jewel. The job of the manager is to be ballyhoo-conscious and to know how to appraise its worth."

He complimented the managers for providing an inspiration to the rest of the circuit. As Dan Krendel put it, "We have set the pace for the important showmen in the United States through our out-of-the-ordinary selling job."

Morris Stein, eastern division general manager, told the managers, "None of the ideas in ballyhoo are new. It's the manner in which they are presented."

Cash prizes were awarded to those who won the contest. To the monthly winners went special citations. The contest went a long way towards proving that exhibition and showmanship are synonymous.

Canadian Comment

It was learned that the Toronto Variety Club Tent 28 might have to change its plans calling for a benefit show next fall in the Maple Leaf Gardens. The reason given for the possible difficulty is the present hassle between the American Federation of Musicians and the American Guild of Variety Artists. Already lined up to appear at the show were musical stars Judy Garland and Donald O'Connor. The proceeds of the benefit are ticketed for the Variety Village School for handicapped boys, principal charity of the Toronto tent.



Nicky Langston, manager, Capitol, Hamilton, Canada, recently was named grand prize winner of "The Odeon Big Show" showmanship drive.

Down on a farm near London, Ont., were seven brothers from about 30 to 50, all farmers. Then came a picture, "Seven Brides for Seven Brothers." The London Free Press heard about the brothers. The paper got in touch with MGM. Fine, said MGM, and off to New York went the seven brothers to help exploit the opening of the picture at the Radio City Music Hall. Result was a tremendous amount of publicity in papers all across the country and in Canada. The London paper sent a staffer to cover the doings of the brothers, as did a Toronto paper. And as long as the brothers were galavanting about Gotham, the papers carried pictures and stories. Now the picture is scheduled to have its Canadian opening in London, at Loew's. To beat the drums in advance of the picture's opening, Norma Dogget, one of the "brides" in the picture, was in Toronto for press and radio interviews, and taking Ruta Lee by the hand, MGM's publicity chief, Chet Friedman, led her from Montreal to Vancouver to more press and radio interviews.

CINE CHATTER: W. G. Sharp, manager, Sharp's Theatre Supplies, Limited, Calgary, has been elected chairman, Engineering Institute's branch, that city. . . . June saw a total of \$154,500 in contracts let for four theatre construction and al-



During the recent sales meeting held at Warners' Burbank, Cal., studios, a visit was made to the "East of Eden" set, and seen, left to right, are B. R. Goodman; Jules Lapidus; actress Julie Harris; Howard Levinson; and Haskell Masters, Canadian district manager, discussing the picture.

teration projects, two in Ontario, worth \$100,000, one on Alberta, for \$50,000, and one in Quebec, for \$4,500. . . . Plans are going ahead on the construction of a film exchange building in Vancouver, while plans have been completed by Raymond Allen, Amherst, Montreal, for a film exchange building in that city. Owner of the Vancouver building is Stage Productions, Limited, headed by Jack Aceman. It will cost \$400,000. . . . Casino, Toronto, only Canadian vaude house, looks to close down its stage policy with coming of Labor Day due to a feud between the musicians' union and actors' guild. The Royal Alex, Toronto's most important legit house, is affected by the feud and the Variety Club is also affected. . . . Police held three youths in connection with theft of money and cigarettes from the Runnymede, Toronto.

HARRY ALLEN, JR.

Japan

The Universal-International Far Eastern sales conference will convene in Tokyo on Aug. 16. Americo Aboaf, vice-president and general sales manager, Universal-International Films, will preside over the 25 delegates drawn from 11 different countries during the five-day meet. Fortunat Baronat, director of publicity, Universal-International Films, will also attend. Vice-president and general sales manager, Universal Pictures Company, Charles J. Feldman, now vacationing in the Far East, has been invited to be guest of honor.

Reiner Leaves Goldwyn

NEW YORK—Manny Reiner, Samuel Goldwyn Productions, Inc., foreign manager, left that post last week, it was announced by James A. Mulvey, president. Reiner was with Goldwyn since February, 1953, and was particularly active in sales of "Hans Christian Andersen" abroad. He has recently been assisting Mulvey in marketing Goldwyn reissues in the states rights market. Reiner previously served with Paramount, MGM, and SRO, and was vice-president, Procter Television Enterprises, and sales manager, Louis G. Cowan, Inc.

Rosen On Cinerama Tour

NEW YORK—Sam Rosen, executive vice-president, Stanley Warner Corporation, left last week by plane for an extensive tour of western Europe to survey additional cities for Cinerama theatres not included in the recent announcement of Cinerama openings later this year. His itinerary includes Stockholm, Oslo, Copenhagen, and Dublin. Before returning home, he will have a look at motion picture production under way in London and Italy. Mrs. Rosen accompanies him on the trip.

Closed TV Setup Expanding

NEW YORK—William Rosensohn, executive vice-president, Box Office Television, announced last week that the company was presently occupied with the establishment of a \$1,000,000 closed circuit TV network linking restaurants and night clubs and servicing them with large screen floor shows. He said it would enable clubs of moderate size to feature top name entertainers.

Konecuff

(Continued from page 6)

year, while next year he expects to top the 50 million mark. Since the present management has taken over, the company returns have climbed from 18 millions in 1951 to 29 millions in 1952 to 37 millions in 1953.

Krim listed among the 12 toppers the following features, all of which are in color except two, "Not As A Stranger" and "Night of the Hunter." The other 10 are "The Barefoot Contessa," "The Purple Plain," "Vera Cruz," "Gentlemen Marry Brunettes" (CinemaScope), "The Gabriel Horn" (CinemaScope), "Romeo And Juliet," "Alexander The Great," "Sitting Bull" (CinemaScope), "The Way West," and "Summer Time" (formerly "Time of the Cuckoo").

The 12 secondary features also in the high category are "Suddenly," "Kiss Me Deadly," "Stranger on Horseback," "Black Tuesday," "Star of India," "Canyon Crossroads," "Down Three Dark Streets," "Shield For Murder," "Lilacs In The Spring," "Twist Of Fate," "Battle Taxi," and "Marty."

Vice-president Max Youngstein, having returned from a combined business and vacation abroad, reported that he talked to producers and directors working on product to be released through UA and that he also checked the advertising and publicity setup operating under Dick Condon to aid in advance planning and promotion of films made abroad, which, in turn, assists in pre-selling films to the public. The setup can assist independent producers the world over.

He reported that he saw "Romeo And Juliet" and rated it in a class with "Henry V," "Hamlet," and "The Red Shoes" and that it will receive a similar pre-selling campaign as did those films.

Both he and Krim as well as chairman of the board Bob Benjamin, who also sat in on the confab, didn't think there was any threat to the UA-inde producer setup in the other major companies closing participation deals with producers or talent on the lot.

WELCOME DEPARTMENT: Tom O'Brien, general secretary, National Association of Theatrical and Kine Employees in England, arrived on a number of missions and was guest of honor at a Motion Picture Association sponsored luncheon at the Harvard Club attended by distribution executives from the domestic and foreign departments, trade press, and MPA officials.

Ralph Hetzel, vice-president, MPA, pinch-hitting for the absent Eric Johnston, bade the guest of honor welcome and left the actual greeting and introduction to Spyros P. Skouras, president, 20th-Fox. The latter first paid tribute to the British people as a whole and then extended O'Brien a hearty welcome from everyone in the film industry. Skouras made it known that the success of the British film industry was important to us and that rash statements made in that country to the effect that American producers and distributors control the theatre market and are discriminating against British pictures were untrue. He called for increased cooperation between the two industries.

Said Skouras, "the producers do not

Charles Skouras Host To Drive Winners

LOS ANGELES—Charles P. Skouras, president, National Theatres, Inc., rolled out the red carpet treatment last week for six Fox Midwest Theatres' managers and their wives coming here for a one-week vacation as the guests of Elmer H. Rhoden, division president, Fox Midwest Theatres Corporation, for placing first in the midwest division, Kansas City, in the National Theatres' showmanship drive. Rhoden greeted them upon their arrival at the airport.

Making the trip were Leon Robertson, Kansas City district manager; Harry W. Bills, manager, Apollo, Kansas City; Jerry Hayes, manager, Fox, Beatrice, Neb.; Ray Monzingo, manager, Dodge, Dodge City, Kans.; W. J. Souttar, manager, Lincoln, Springfield, Ill.; and Joseph R. Rudick, manager, Fox, Sedalia, Mo.

control the actions of American exhibitors and if British films are meritorious, they will be treated on an equal basis with American releases." He also cited attention to the films by local newspapers and urged O'Brien to report back appropriately.

O'Brien responded by conveying best wishes from industry friends abroad and thought reports that American interests wanted to destroy the British industry absurd. He thought it to the advantage of Hollywood to see it flourish. American films have a large market in Britain, and if there are restrictions, he opined, they were purely due to the economic necessity of the country. He hoped that negotiations for film distribution agreements which will take place in the fall will be conducted on a fair and friendly basis.

After paying tribute to Skouras, he praised the work being done by the industry for the benefit of western civilization, which has not been recorded properly or recognized sufficiently. Millions are being entertained and being made happy—something politicians and governments haven't been able to do. He urged those present not to worry about the industry being destroyed by TV or any other media because the mass audiences are awaiting new products and new ideas of the business.

O'Brien also took the opportunity to praise the MPA and its work all over the world, stating that he was well qualified to judge its value and effect. He expected to be in this country about a month visiting in New York, Washington, and Hollywood, and making addresses at the IATSE convention in Cincinnati and a labor congress in Canada.

PRODUCER SPEAKS: Robert Rossen, inde producer, was in recently for confabs with UA home office officials on his forthcoming production, "Alexander The Great," which he told us would be shot for the most part in Spain, where there are good facilities and equipment. The Spanish government is anxious to have more outside production use the country. Some footage will also be shot in Greece and possibly Persia and India.

He finished writing the script, and the film should get under way in mid-No-

About People

HOLLYWOOD—The board of trustees of the Screen Directors Guild's educational and benevolent foundation last fortnight reelected David Butler to a third term as chairman. Also elected were Stuart Heisler, first vice-chairman; Lesley Selander, second vice-chairman; George Archainbaud, secretary; and George Waggner, treasurer. Trustees include Charles Barton, Jack Berne, Frank Capra, Butler, and Willis Goldbeck, all serving until 1955; George Sidney, George Marshall, John Ford, Delmer Daves, and Leo McCarey, 1956; George Stevens, Selander, Howard W. Koch, King Vidor, and Mervyn LeRoy, 1957; Archainbaud, Frank Borzage, Ruben Mamoulian, William Wellman, and Fred Zinneman, 1958, and William Seiter, Waggner, William Wyler, and Joseph Kane, 1959. Alternate board members appointed are Spencer Bennett, Francisco Day, Philippe DeLacy, H. C. Potter, Wingate Smith, Don Weis, Emmet Emerson, Albert S. Rogell, Vernon Keays, and Anthony Mann.

NEW YORK—Fred Schwartz, Century Circuit, will head the newly formed Distributor's Corporation of America, set to handle the release of "Long John Silver," CinemaScope and Technicolor film recently completed in Australia. It has been set for national Christmas release.

NEW YORK—A United Artists spokesman announced last week that David E. Weshner has been named producer's representative for UA's "Suddenly," produced by Robert Bassler. It is Bassler's first independent production after 18 years with 20th-Fox.

NEW YORK—Budd Rogers, Selznick Releasing Organization general sales manager, announced last week, the appointment of Miss Lydia Parker to head the national contract department.

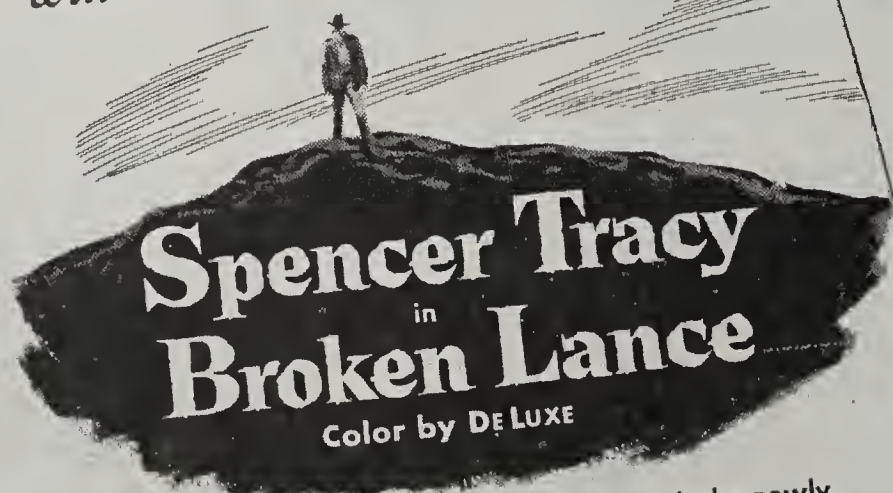
member in Eastman Color, with prints to be processed by Technicolor. Exactly what process it would be shot in was at the moment undetermined nor has the cast been signed as yet. UA is financing and distributing. It is budgeted at several millions and will be released in the fall of 1955.

Rossen recently completed a directorial assignment on an Italian-made film, "Mambo," with Sylvano Mangano, Vittorio Gassman, and Shelley Winters, which is to be released by Paramount.

Reporting on Italy, Rossen said films were doing very well there. Equipment-wise, the country is still short on the better equipment which is to be found in abundance in Hollywood, but it is constantly improving in a strong desire to make a mark in the world market.

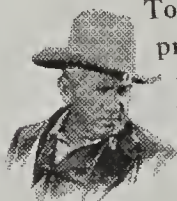
THE METROPOLITAN SCENE: Thousands of spectators jammed the area around the Rivoli when that house reopened with the world premiere of "Rear Window," the proceeds going to the American-Korean Foundation. Social, civic, and business leaders, and stars of the entertainment world were on hand as well as some of the general public. Monty Salmon, managing director, was ably assisted by the Paramount publicity department.

THURSDAY
 the management of
 (YOUR THEATRE)
 will have the privilege of presenting



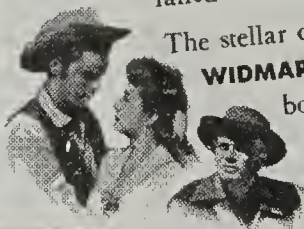
The first motion picture photographed with the newly perfected Anamorphic camera lenses in
CINEMASCOPE
 In the wonder of 4-track high-fidelity directional-STEREOPHONIC SOUND

In "BROKEN LANCE" you will see, for the first time, the thrilling new range, depth of focus and clarity of image made possible by the newly-perfected Anamorphic lenses which the N. Y. Times described "as different as night and day."



To usher in this new **CINEMASCOPE** age, 20th Century-Fox presents a story great as the land...towering as the mountains that rise at the prairie's end...human as a father's love for his sons.

Only a star of **SPENCER TRACY'S** stature could do justice to such a demanding role...a man who came to America's great Southwest with three motherless sons, and married an Indian princess who bore him a fourth! You'll never forget **KATY JURADO** as the bride he cherished with a tenderness that will touch every heart! Driven by love of family and lashed by a desperate pride to reach unattainable heights, this empire builder sacrificed everything in life to give his sons a heritage of courage to live up to...but they failed him...all except one—the half-breed!



The stellar cast of "BROKEN LANCE" includes **RICHARD WIDMARK** as the rebellious eldest son, who refused to bow to his father's will, **ROBERT WAGNER** as the half-breed, who inherited his father's strength, and **JEAN PETERS** as the governor's daughter, who defied convention to love him!

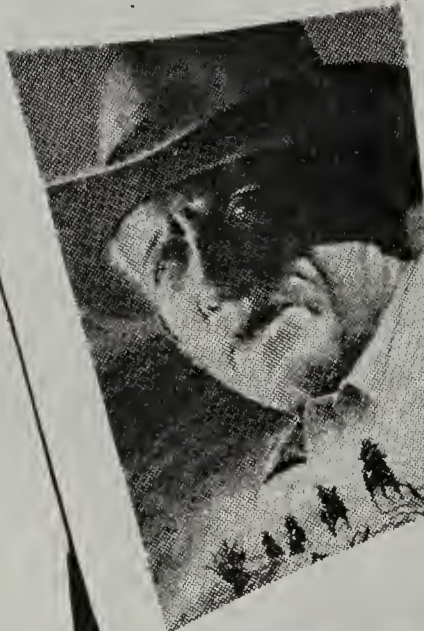
Here is the kind of motion picture that made the screen the greatest entertainment medium on earth—that made the motion picture theatre the amusement center of the world.

We urge you to see "Broken Lance." We believe it will be one of the most memorable films you have ever seen. To miss it would be to deny yourself one of the truly stirring emotional experiences of your lifetime.

Manager

TOMORROW the Management of the ROY
 will have the privilege of presenting

Spencer Tracy
 in
Broken Lance
 Color by DeLuxe



The first motion picture photographed with the newly perfected Anamorphic camera lenses in

CINEMASCOPE
 in the wonder of 4-Track High-Fidelity Directional-STEREOPHONIC SOUND

In "BROKEN LANCE" you will see, for the first time, the thrilling new range, depth of focus and clarity of image made possible by the newly-perfected Anamorphic lenses which the N.Y. Times described "as different as night and day."

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WEEK-END-
 BEFORE -
 OPENING AD!

20th Century-Fox presents SPENCER TRACY • ROBERT WAGNER • JEAN PETERS • RICHARD WIDMARK in BROKEN LANCE in CinemaScope with KATY JURADO • Hugh O'Brian • Eduard Franz • Produced by SOL C. SIEGEL • Directed by EDWARD DMYTRYK • Screen play by RICHARD MURPHY • Based on a story by Philip Yordan • COLOR BY DE LUXE

THEATRE
50 St. - Doors Open 9:30 A.M.



newly
HOPE

PHONIC SOUND
ailed him ... all except one—the
on!

in a stellar cast that includes
WAGNER as the half-breed; JEAN
as the girl who defied convention to
m; RICHARD WIDMARK as the re-
s eldest son, and KATY JURADO, of
"Noon" fame, as the Indian wife ...
is the kind of motion picture that made
screen the greatest entertainment med-
a on earth—that made the motion picture
theatre the amusement center of the world.

*We urge you to see "Broken Lance."
We believe it will be one of the most memora-
ble films you have ever seen. To miss it would
be to deny yourself one of the truly stirring
experiences of your lifetime.*

DAY-BEFORE-
OPENING OR
OPENING AD!

J. Moclair
Sam J. Moclair, Managing Director

20th CENTURY-FOX'S **Broken Lance**

IS A PICTURE YOU'LL BE PROUD OF!

Sell it proudly
with your
own personal
endorsement!



Play it in
4-TRACK HIGH-FIDELITY, MAGNETIC STEREOPHONIC SOUND!

This Was The Week When

RKO announced that the world premiere of "Cattle Queen of Montana" would be held in Butte, Mont., on Dec. 1 in two and possibly three theatres. . . . A quarterly cash dividend of 37½ cents per share on the outstanding preferred stock of Roxy Theatre, Inc., was declared. . . . National Allied revealed that it will feature the Silver Anniversary Trade Show in connection with its Silver Anniversary Convention on Oct. 12-14 at the Shroeder Hotel, Milwaukee. . . . It was announced that Gina Lollobrigida would fly to New York from Rome later in the month to appear at the American premiere at the Paris, New York, of "Bread, Love; and Dreams." . . . August 16 was set for the world premiere of "The Vanishing Prairie," another Walt Disney "True-Life Adventure," at the Fine Arts, New York City.

Irving Sochin, U-I short subjects sales manager, was in conferences with studio officials on the 1954-55 program. . . . U-I's "The Black Shield of Falworth" received its world bow at the Grand, Chicago, with the usual hoo-p-la.

LETTERS

All Unsolicited

(The letters from readers of MOTION PICTURE EXHIBITOR which appear on this page are all unsolicited.)

MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters to the publication.—Editor)

Dear Sir:

Your issue of MOTION PICTURE EXHIBITOR of July 21 containing an editorial on underreporting interested me very much and I want to congratulate you on this clear-cut exposition of this problem.

As long ago as July, 1947, I made a strong appeal on this subject at the Allied convention in Chicago because I felt, and still feel, that if this practice is eliminated, many other difficulties confronting exhibitors can be overcome.

I spoke from the viewpoint of the exhibitors since, as you know, it has always been my conviction that if their welfare is preserved, the whole industry will benefit. Therefore, I have fought anything that might undermine or endanger the theatres, and the elimination of this element of fear on the part of the distributors would greatly improve relationships between the exhibitors and distributors.

As you also know, we recently demonstrated our interest in exhibitors by developing CinemaScope as a medium suited for theatres of all types, whereas it could have been developed for only a limited number of theatres.

Therefore, in congratulating you, we do so in the belief that you are rendering a fine service to the exhibitors themselves, as well as the distributors.

With kindest regards,

Spyros Skouras
20th Century-Fox

New York City

Gentlemen:

You are certainly consistent about your favorite subject, "titles." In fact, you were even prepared to change the "title" of your publication. I hope your judgment on that proves right.

Sincerely,

DAVID A. LIPTON

Universal-International Pictures
Universal City, Cal.

National Theatres Report Holding Steady

HOLLYWOOD—Charles P. Skouras, president, National Theatres, Inc., reported to stockholders last week that the consolidated net income for the 39 weeks ended on June 26, 1954, was \$1,884,636 or 68 cents per share on 2,769,486 shares of stock outstanding, approximately the same as the corresponding period last year.

Business was improving, however, as indicated by the fact that the consolidated net income for the 13 weeks ended on June 26 was \$577,586, equal to 21 cents per share, as compared to last year's comparable figures of \$414,992 or 15 cents per share. The net profit, less income taxes, from sale of theatres and real estate came to \$57,000 in the 39 week period, while last year's comparable figures were \$168,000, with \$104,000 for the third quarter alone.

Skouras pointed out that attendance during the 39 week period was 13.6 per cent down from last year. He gave as reasons for one-third of the decrease the fact that circuit theatres operating were reduced to 359 from 383 last year, and the rest of the attendance decline was due to TV competition in new areas and the product scarcity.

Marcus Asked Increased Flow Of Prints From Distribs.

MILWAUKEE—Ben Marcus, National Allied president, warned last fortnight that the current shortage of prints in exchanges all over the country threatened the existence of small town and subsequent-run theatres by destroying orderly clearance and depriving such houses of top product within a reasonable time after first-run showings.

He called on distributors to reexamine the situation and increase the flow of prints to exchange offices. Marcus emphasized that distribution could not maintain its profitable position if small town and subsequent run houses are forced to close.

Marcus said that distribution's print policy was shortsighted in the face of film company financial reports indicating better business than a year ago at a time when "exhibitors are fighting for survival and existence."

20th-Fox Holds "Egyptian" Meeting

NEW YORK—An important two-day sales meeting at which a merchandising program was established for "The Egyptian" and other 20th Century-Fox releases through the end of 1954 was called by Al Lichtman, director of distribution, last week.

The company's field sales organization, represented by the nine domestic and Canadian division and assistant division managers and 32 domestic branch managers, were in attendance for the sessions to be conducted by Lichtman and W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Glenn Norris, eastern sales manager; and Alex Harrison, western sales manager.

Opening the meeting was an address of welcome by President Spyros P. Skouras following which discussions commenced on the handling of "The Egyptian," Darryl F. Zanuck's first personal production in CinemaScope. Representing vice-president Charles Einfeld's advertising, publicity and exploitation departments were Rodney Bush, exploitation manager; Abe Goodman, advertising manager; and Edward Sullivan, publicity manager.

Murray Silverstone, president, 20th Century-Fox's International Corporation; and Leslie F. Whalen, director of foreign publicity and advertising, also attended.

Other CinemaScope productions under discussion at the conclave were "A Woman's World," Walter Wanger's "The Adventures of Hajji Baba," Otto Preminger's "Carmen Jones," "Black Widow," and "Desiree."

Exploitation representatives also were called in by exploitation manager Rodney Bush to attend the special sales meeting. The exploitation representatives additionally held separate meetings with Bush and assistant exploitation manager Eddie Solomon on the territorial promotional handling.

Emanuel Silverstone, vice-president, 20th Century-Fox's International Corporation, attended the convention instead of Murray Silverstone, president. Murray Silverstone currently is in Europe on a business trip.

Accompanying Silverstone was Leslie F. Whalen, director of foreign publicity and advertising.

New Distribution Unit Bows

PHILADELPHIA—It was announced last week that Exploitation Productions, Inc., a new national distributor, had been formed here for special pictures produced both in the United States and abroad with each packaged with promotion campaigns geared to obtain top grosses.

Louis W. Kellman, head, News Reel Laboratory, a producing organization serving all newsreels and TV networks, is president; Jack H. Harris, who has his own distributing organization in the exchange area, is vice-president and sales manager; and Michael Freedman, former circuit operator and head, Comprehensive Service, supplying Hollywood producers and distributors over 30 years, is treasurer.

Home offices are temporarily located at 1243 Vine Street.

U-I Meetings Set Future Productions

HOLLYWOOD — Universal-International's high-level executive meetings at the studio concluded last week with the decision to place before the cameras its most ambitious program of top-budget top-starring productions in many years. U-I's 1954-55 production calendar, commencing with its fiscal-year start on Nov. 1, will see its sound stages humming with some 30 motion pictures already blueprinted for production, 22 in color.

Nearly half of this program will be exceptionally high-budget films providing for a total expenditure of many millions of dollars in excess of previous production budgets.

These decisions were reached at the annual executive production meetings just concluded, presided over by President Milton Rackmil and attended by board chairman N. J. Blumberg; executive vice-president Alfred E. Daff; Edward Muhl, vice-president in charge of production; David A. Lipton, vice-president; James Pratt, studio executive manager; and Morris Davis, business manager.

The scheduled productions allocated exceptionally high budgets run from such recognized properties as the Broadway musical success, "Song of Norway" to such outstanding literary properties as "Away All Boats," current best-selling novel by Kenneth Dodson; "The Galileans," by Frank Slaughter; "All That Heaven Allows," by Edna Lee and Harry Lee; and "New Heaven, New Earth," by Arthemise Goertz.

Also slated for major large-scale treatment by the studio is "The Benny Goodman Story." The roster of top productions includes "Pillars of the Sky"; "The Charles Russell Story"; "Wind From Suva"; "The Spoilers"; "A Day Called Tomorrow," and a number of other productions.

The current success of "Francis Joins the Wacs" resulted in the charting of another "Francis" picture and provisions also are made for the filming of a new production starring Abbott and Costello and several motion pictures aimed for the exploitation market. In addition to the four musicals, plans for Universal-International's 1954-55 production also include a number of outdoor action dramas, long one of the company's strongest items.

Joseph Curtis Mourned

NEW YORK—Joseph H. Curtis, 37, son of Jack Cohn, executive vice-president, Columbia, died last week of a heart attack in the Northern Westchester Hospital. Curtis was vice-president, Donahue and Coe advertising agency, formerly held a similar position with the Weiss and Geller agency, and was active in various theatrical interests. He served with the Columbia advertising department and was an investor in theatres in Washington, Chicago, and New York.

Curtis originally purchased screen rights to the newspaper articles, "Crime on the Waterfront," later turning them over to Sam Spiegel, who produced "On the Waterfront" from them for Columbia.

Curtis is survived by his parents, his wife, two sons, and two brothers.



At the recent sales meeting held at Warners' Burbank, Cal., studios, executives expressed enthusiasm over present product and optimism for the company's future. Among the executives present were, left to right, Mort Blumenstock; J. L. Warner; Ben Kalmenson, vice-president in charge of sales; H. M. Warner; Wolfe Cohen, president, Warners International Corporation; and Steve Trilling. Branch employees attended.

1955 VCI Meet Plans Proceed

LOS ANGELES—W. H. Lollier, chief barker, Variety Club of Southern California, Tent 25, announced last week that plans were already going forward for the 1955 VCI convention on May 4-5-6-7, 1955, at the Ambassador Hotel.

George Hoover and John Rowley recently met with the crew of Tent 25 and discussed many phases of the 1955 convention, and it is the hope of the host tent that every tent will have a delegate, or delegates, present.

RKO Theatres Show Profit Jump

NEW YORK—Consolidated net income of RKO Theatres Corporation and subsidiary companies for the second quarter of 1954 was \$418,666.37 after taxes and all other charges, including profit of \$12,267.05 on sale of capital assets, before taxes, it was revealed last week. This compares with consolidated net income for the second quarter of 1953 of \$92,240.54, after taxes and all other charges, including profit of \$5,569.59 on sale of capital assets before taxes.

Net income before deduction for special items for the first six months of 1954 was \$955,117.79, compared with \$368,553.32 for the first six months of 1953. After deduction of special items, the net income was \$904,024.80 for the 1954 period, compared with a net income of \$417,602.32 in 1953.

The special items in the 1954 period included losses from the disposal of theatre properties amounting to \$86,092.99, resulting in the elimination of federal income taxes of \$35,000 which otherwise would have been payable on net income. Special items in the 1953 period included a profit of \$10,949 from the disposal of property.

Loew's Given Extension

WASHINGTON—The Justice Department agreed last week to grant Loew's Theatres another six-month extension of its divestiture deadline. The theatre company must still get rid of eight of the 25 houses to be disposed of under the decree.

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MGM To Produce Minimum Of 27

NEW YORK—MGM will produce a minimum of 27 important motion pictures during the next 12 months, Dore Schary, studio head, announced last week.

Eight of the new pictures will go before the cameras within the next 60 days, continuing the accelerated production pace maintained since April, during which time nine films were started.

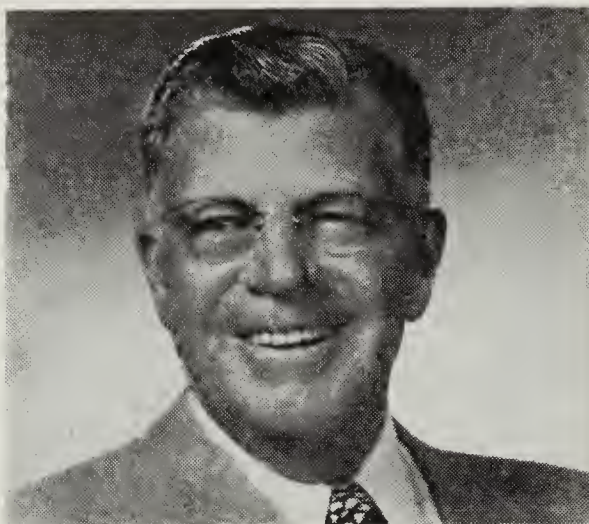
Stage plays include "Tea and Sympathy" and "The Tea House of the August Moon," while a third, "The Tender Trap," is scheduled for fall opening in New York. Among recently purchased novels are "Mary Anne," "The Cobweb," "The Female," "Bhowani Junction," "Charlemagne," "Blackboard Jungle," "Digby," and "The Power and the Prize."

In addition, MGM's program includes "Ben Hur," "Quentin Durward," "Green Mansions," and "In Missouri," based on Mark Twain's "Huckleberry Finn."

First of the eight pictures scheduled for the two months' period is "Bad Day at Black Rock," starring Spencer Tracy, Robert Ryan, Dean Jagger, Walter Brennan, Anne Francis, John Ericson, Ernest Borgnine, and Lee Marvin. Schary produces with John Sturges directing from a screen play written by Millard Kaufman and adaptation by Don McGuire. The others are "The Prodigal," in CinemaScope with Lana Turner and Edmund Purdom, produced by Charles Schnee, directed by Richard Thorpe, and written by Maurice Zimm; "Hit the Deck," starring Jane Powell, Tony Martin, Walter Pidgeon, Vic Damone, Debbie Reynolds, Ann Miller, and Russ Tamblyn, produced by Joe Pasternak, directed by Roy Rowland, with screen play by William Ludwig and Sonya Levien and music by Vincent Youmans; "Moonfleet," starring Stewart Granger, Viveca Lindfors, George Sanders, and Joan Greenwood, produced by John Houseman, directed by Fritz Lang, with screen play by Jan Lustig; "Interrupted Melody," starring Eleanor Parker and Glenn Ford, produced by Jack Cummings, directed by Curtis Bernhardt, and written by William Ludwig and Sonya Levien; "It's Always Fair Weather," starring Gene Kelly, Dolores Gray, and Michael Kidd, produced by Arthur Freed, directed by Gene Kelly and Stanley Donen, and written by Betty Comden and Adolph Green; "Paris Story," starring Anne Baxter and Steve Forrest, produced by Henry Berman, directed by Mitchell Leisen, and written by Jo Eisinger; and "Love Me Or Leave Me," starring Doris Day and James Cagney, produced by Joe Pasternak, directed by Charles Vidor, and written by Isobel Lennart.

Of the nine pictures started since April two are still shooting, "Jupiter's Darling," starring Esther Williams, Howard Keel, Marge and Gower Champion, and George Sanders, produced by George Wells, with George Sidney directing; and "The Glass Slipper," starring Leslie Caron, Michael Wilding, and the Roland Petit Ballets de Paris, produced by Edwin H. Knopf, with Charles Walters directing.

Pictures slated to follow the eight are "The Cobweb," starring Robert Taylor and Grace Kelly, produced by John Houseman, with screen play by John Pax-



Fred C. Quimby, head, MGM short subjects production, and cartoon producer, last fortnight was signed to a new long-term contract on the occasion of his 30th year with the company.

ton, from the best-seller by William Gibson; "My Most Intimate Friend," starring Lana Turner and Ava Gardner, produced by George Wells, and written by Leonard Spigelgass and Ruth Brooks Flippen; "The Scarlet Coat," starring Cornel Wilde and Michael Wilding, produced by Nicholas Nayfack, directed by John Sturges, with screen play by Karl Tunberg; "Blackboard Jungle," produced by Pandro S. Berman, from the bestseller by Evans Hunter, and written and directed by Richard Brooks; "Jeremy Rodock," starring Spencer Tracy, and produced by Sam Zimbalist, with screen play by Sydney Boehm; "The Long Day," starring Grace Kelly, produced by Edwin H. Knopf, and written by Gustav Field; "Mail Order Bride," starring Robert Taylor, and produced by Arthur Loew, Jr., with screen play by Millard Kaufman; "Diane," produced by Edwin H. Knopf, with story by John Erskine, and screen play by Christopher Isherwood; "Highland Fling," starring Spencer Tracy, and produced by Lawrence Weingarten, based on the novel, "Digby," by David Walker, with screen play by John Dighton; "The Tea House of the August Moon," by John Patrick, from the book by Vern Sneider, and produced by Jack Cummings; "St. Louis Woman," based on the stage musical with music by Harold Arlen and lyrics by Johnny Mercer, produced by Arthur Freed, and with screen play by Fred Finklehoffe; "Bhowani Junction," produced by Pandro S. Berman from the bestseller by John Masters, with screen play by Robert Ardrey; "Green Mansions," produced by Arthur Freed, directed by Vincente Minnelli, with screen play by Alan Jay Lerner; "Robin Hood," filmed for the first time as a musical, starring Jane Powell and Howard Keel, produced by Jack Cummings, with screen play by Alec Coppel, and music by Reginald De Koven; "Quentin Durward," starring Robert Taylor, produced by Pandro S. Berman, with screen play by Robert Ardrey, adapted from Sir Walter Scott's novel; "The Female," starring Ava Gardner, produced by Pandro S. Berman, and written by John Lee Mahin, from the best-seller by Paul I. Wellman; "The Marauders," produced by Arthur Loew, Jr., directed by Gerald Mayer from a screen play by Jack Leonard, based on the novel by Alan Marcus; "Forbidden Planet," produced by Nicholas Nayfack, and directed by Fred Wilcox.

The most important attraction on the year's schedule will be "Ben Hur."

Perspecta Sound In Demonstrations

NEW YORK—A series of 13 "Hear For Yourself" Demonstrations" of Perspecta stereophonic sound is being held in major cities, it was revealed last week.

Perspecta is the system that uses a standard optical track and that requires only a single piece of equipment in the booth, the Perspecta integrator unit, to deliver full-range, multi-channel sound. The integrator unit is now manufactured by five licensees in the United States, Fairchild Recording Equipment Company, Altec Company, Southwestern Industrial Electronics Company, Houston, Texas, United States Gasket Company, Camden, N. J., and Stelma, Inc., Stamford, Conn.

Demonstrations have taken place in Atlanta at Loew's Grand, in Boston at Loew's State, and in Washington, D. C., at Loew's Palace.

Details of the remaining 10 demonstrations follow:

On the west coast:—In San Francisco, on Aug. 17, at 9:30 a.m. in Loew's Warfield and in Los Angeles on Aug. 19, at 2:30 p.m. in the Boulevard. Technical supervision will be by personnel of the MGM studios.

In the northeast:—In Pittsburgh, on Aug. 17, at 9:30 a.m. in Loew's Penn; in Cleveland, on Aug. 24, at 9:30 a.m. in Loew's Stillman; and in Toronto, on Aug. 26, at 9:30 a.m. in Loew's Uptown. These will be under the supervision of C. Robert Fine, president, Perspecta Sound, Inc.

In the south and midwest—In New Orleans, on Aug. 18, at 9:30 a.m. in Loew's State; in St. Louis, on Aug. 23, at 9:30 a.m. in Loew's State; in Kansas City, on Aug. 25, at 9:30 a.m. in Loew's Midland; in Denver, on Aug. 27, at 9:30 a.m. at the RKO Orpheum; and in Cincinnati, on Aug. 31, at 9:30 a.m. at the RKO Palace. These will be under the general supervision of Herman Goldstein, Bishop and Green, theatre equipment dealers.

Times and dates will soon be announced for other demonstrations.

Opera Theatre TV Set

NEW YORK—The New York Philharmonic Society and Edmund Dorfmann, president, Dor Theatre Television, announced last week that an agreement had been finalized under which theatres in 31 cities will participate in the closed circuit telecast of the 113th opening night of the New York Philharmonic Symphony on Oct. 7. Participating will be the Paramount, Fabian, Loew's, and Stanley Warner circuits.

More than 75,000 persons are expected to attend the telecasts at an average admission price of \$2, with facilities of the DuMont Network to be utilized.

Already set to present the event are Los Angeles, Chicago, Philadelphia, Richmond, Va., Minneapolis, San Francisco, Houston, Tex., Dallas, Miami, Fla., Pittsburgh, Indianapolis, Detroit, Boston, Omaha, Albany, Asbury Park, N. J., Salt Lake City, Milwaukee, Washington, Cincinnati, St. Louis, Dayton, O., and Toledo, O.

ABC Pays 30 Cents

NEW YORK—ABC Vending Company announced last week, that it will pay a 30 cent semi-annual common stock dividend.

Miscellaneous

In The Newsreels

MOVIE TONE NEWS (Vol. 37, No. 64) Philadelphia: South Korean President Rhee addresses VFW convention. Maine: Vice-President Nixon and family. Chincoteague Island: Virginia cowpokes round up ponies. South Africa: Zulu wedding. New York: Vyvyan Donner's hat fashions. Brooklyn, N. Y.: "Home Run" Adcock, Braves, beamed by Dodger pitcher Labine. England: Queen Elizabeth's horse wins at Sussex Stakes. Silver Springs, Fla.: Old sleigh is water bourn.

NEWS OF THE DAY (Vol. XXV, No. 298) Indo-China: In Hanoi, refugees begin movement to South. New York: South Korean President Rhee honored. South Korea: Seoul flooded. New York: Freedom pigeons. Italy: Pope on vacation. Brooklyn, N. Y.: "Home Run" Adcock, Braves, beamed by Dodger pitcher Labine. Vancouver, B.C.: British Empire "Olympics." Korea: Olympic champ gives diving exhibition at Seoul.

PARAMOUNT NEWS (No. 101) Ventura, Cal: Inner-tube raft makes voyage to Catalina Island. New York: South Korean President Rhee honored. Canada: Duke of Edinburgh visits Ontario's "atomic city" at Chalk River. Italy: Pope on vacation. Argentina: Memorial service for Eva Peron. New York: Freedom pigeons. Minneapolis: Junior Golden Gloves. Pittsfield, N. H.: Camp for young basketball enthusiasts. Vancouver, B.C.: British Empire "Olympics."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 592) New York: South Korean President Rhee honored. Morocco: Air Force effects radar link. Austria: Students aid in rebuilding stricken towns. Greenwood, S. C.: Home town hails "Miss Universe." New York: New highs in styles. Vancouver, B.C.: British Empire "Olympics." Chicago: Model plane championships.

WARNER PATHE NEWS (Vol. 25, No. 103) New York: South Korean President Rhee honored. Canada: Duke of Edinburgh visits Ontario's "atomic city" at Chalk River. Puerto Rico: San Juan celebrates Commonwealth's being two years old. Morocco: Air Force effects radar link. Japan: Huge planes wing to wing. Spain: World roller hockey championships at Madrid. Austria: Cross-country cycle chase. Italy: Fashions.

IN ALL FIVE: Egypt: Britain agrees to give up Suez; Cairo celebrates.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 63) Niagara Falls, N. Y.: Rock cave-in. Hong Kong: Survivors of Red attack back. Washington: Korean President Rhee asks United States to join war on Red China. Washington: Heroic French nurse honored. Canada: Airplane sprayers fight insect blight. St. Paul, Minn.: "Chick" Harbert wins PGA title. Bavaria: Picnic on log raft.

NEWS OF THE DAY (Vol. XXV, No. 297) East Germany: Church rally defies Reds. Washington: Heroic French nurse honored. Camp Pendleton, Va.: United States-Canadian maneuvers. Algeria: Moslems on pilgrimage to Mecca. New York City: Happy reunion for refugees. Canada: Duke of Edinburgh welcomed. Azusa, Cal.: Fishing contest for small fry.

New Allied Meetings Set For August 17-20

WASHINGTON—Abram F. Myers, National Allied board chairman and general counsel, said last week that Wilbur Snaper, president, New Jersey Allied, has been requested to try to set up meetings for Aug. 17-20 of the exhibitor organization's committee investigating charges against distributors and film company executives.

Myers said the above dates would be most satisfactory because they are just before National Allied's summer board meeting at White Sulphur Springs, W. Va., and Allied leaders from the west could attend both meetings. Local Allied units have been following developments leading to the meetings with considerable interest and supporting Myers.

PARAMOUNT NEWS (No. 100) Washington: Korean President Rhee asks United States to join war on Red China. Washington: Heroic French nurse honored. Washington: Boys' Nation delegates meet President. Canada: Airplane sprayers fight insect blight. France: Kayak race at Macon. Italy: Water ski test at Milan.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 591) Washington: Korean President Rhee asks United States to join war on Red China. Washington: Heroic French nurse honored. Camp Pendleton, Va.: United States-Canadian maneuvers. Holland: French president visits. Yugoslavia: Ethiopian Emperor visits Tito. England: Walking race. Monticello, N. Y.: Harlem Globetrotters vs. House of David team.

WARNER PATHE NEWS (Vol. 25, No. 102) Washington: Korean President Rhee asks United States to join war on Red China. Hong Kong: Survivors of Red attack back. Washington: Boys' Nation delegates meet President. New York: "Teen-agers" from Germany here. Yugoslavia: Ethiopian Emperor visits Tito. San Francisco: Wings clipped; air girls meet on ground. Mt. Vernon, N. Y.: Starlings given "the bird." New York: Willie Mays.

Distorted Facts Assailed

WASHINGTON—COMPO's National Tax Repeal Campaign Committee sent a bulletin last week to all Congressional district and state tax campaign committees accusing the League of Municipalities of distorting the facts by advising other cities and towns to emulate the example recently set by New York and impose amusement taxes.

Also hit was the action taken toward such tax legislation in Minneapolis. The bulletin denied statements that the federal government moved out of amusement tax collections so that local governments could take over. It was further emphasized that both houses of Congress voted for tax relief. Exhibitors were called upon to make these points clear to their governors, state legislatures, mayors, and Council members.

Trade Ad Stresses Change

NEW YORK—The 23rd in the series of COMPO ads which appeared in Editor and Publisher last fortnight, stresses the change in show business tradition which has made the movies an all year-round business.

"There is no holding back of the 'big ones' awaiting the resurgent fall season," the ad says, pointing out that schedules of the major producers indicate that some of the most important and costly motion pictures ever to emanate from Hollywood are being shown in the theatres this summer.

"Cinerama" In Syria

NEW YORK—It was announced last week that the government will sponsor an exhibition of "This Is Cinerama" at the International Trade Fair in Damascus, Syria, from Sept. 2 to Oct. 1, with an Arabic narration dubbed. The showing will be in an open air theatre, the first Cinerama exhibition in other than a conventional house.

All Arab Middle East states will be represented at the Fair.



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Highlights of a recent campaign on MGM's "Valley of the Kings," Loew's, Rochester, N. Y., as developed by Arthur Canton, MGM eastern division press representative; Lester Pollock, manager; and Steve Pirozzi, MGM field representative for New York State, were, left to right, one of the excavation sites where a sign advertised the film; several models who walked

the main streets carrying fans publicizing the picture; a live window gag in a furniture store window which drew the public's attention; and the Noah's Ark treasure hunt at the beach where many looked for "hidden treasure." Many other stunts including TV coverage were utilized. The excellent campaign drew considerable public interest to the film.

"Egyptian" Selling Gets Into High Gear

NEW YORK—Over a million people in 150 cities across the nation have inspected 20th Century-Fox's two mobile exhibits heralding Darryl F. Zanuck's "The Egyptian" in the transcontinental tour which entered its second month on Aug. 6.

The dual exhibition trucks, emblazoned with the title on the sides and containing costumes, weapons, jewelry, and other items from the CinemaScope spectacle, created vast public interest.

One truck is touring the northern section of the country while the other is covering the southern region. Leo Pillot, special events director of the company, and Edward Feldman, publicity department, are serving as advance men for the trucks, meeting with exhibitors, press, TV, and radio people setting up activities schedules in cities of both routes.

Charles Le Maire, director of wardrobe on "The Egyptian" and head of women's wardrobe, 20th Century-Fox, will embark on Aug. 15 on a personal appearance tour through cities of the company's western division to herald the production. The noted designer will engage in a series of special press, television, and radio interviews discussing the task involved in creating costumes.

Two thousand leading department and specialty stores in every state of the union are being contacted to join in setting storewide fashion promotions on "The Egyptian" in conjunction with local playdates. Special letters from the company describing national tieups already set on "The Egyptian," in which such high fash-

Notebook For "Conqueror"

NEW YORK—Loose-leaf binders containing historical information about Genghis Khan and his times are being prepared by RKO from the data compiled during research for "The Conqueror," it was revealed last week. The notebooks will be distributed to secondary schools as a public service promotion effort prior to the release of the CinemaScope-Technicolor epic which Dick Powell is producing and directing.

ion stylists as Maurice Rentner, Nettie Rosenstein, Oleg Cassini, Maruysy, Yonni Evangelies, Sally Victor, Jean Desses of Paris, and Mr. John, are participating, are being sent to store promotion executives.

Information on tieup activities by manufacturers in the popular price brackets, including Josette Walker separates, David Bellsey, "Belciano Coats," Key Sellig gown, Schiaparelli separates, Schiaparelli jewelry, Elgin Knotwear, A. Davis and Son coats and suits, Schiaparelli perfumes, and Aristocrat Leather Goods and accessories, also is contained in the mailing.

Suggestions are provided for window displays as well.



Clint Wineholt, manager, Liberty, Seattle, recently staged a sports car parade through downtown streets in connection with U-I's "Johnny Dark." Wineholt, on the left, is seen receiving a special window card used in connection with the event from Jock Motlack, U-I promotional man.

MGM, Harper's In "Brigadoon" Deal

NEW YORK—MGM last week revealed that it has affected an important promotion tie-up with Harper's Bazaar for "Brigadoon." The monthly fashion magazine, in its August issue, devoted 10 pages of special fashions in color to the MGM picture. Following through, MGM is conducting a contest for department stores to participate in focusing attention on the picture and, at the same time, develop interest in the "Brigadoon" Fantasy Fashions. Five free trips to Scotland will be the winning prize awards.

Already 92 stores have been declared eligible. More than 100 others will display the Scotch plaid and other materials, playing up film title with special cutouts and promotion accessories. To activate its field press representatives, MGM has prepared a special kit with a complete line of advertising, publicity, and exploitation ideas. Included in the kit, which is also going to the 200 stores joining the general push on "Brigadoon," MGM has included a reprint of the Harper's Bazaar 10-page section, a set of scene stills, a blueprint for successful promotion of the fashions for merchandise managers and promotion executives of the stores, a list of contest rules, a special brochure on Harper's Bazaar colored photographs as developed by Berta MacDonald, promotion director for the magazine, a news story accompanied by a glossy, radio spots, ideas for TV commercials, various types of newspaper ads that can be used by the department stores, and a number of sketches and ideas for window and store displays. Also included is a set of black and white fashion poses by Cyd Charisse.

Every key city is included in the 92 stores purchasing the Greta Plattry "Brigadoon" merchandise for eligibility in the contest.

A committee of magazine representatives and fashion experts will choose the first five winners based on volume business.

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NEWS OF THE

Territory

New York City Crosstown

Paul Richrath, home office assistant to John P. Byrne, MGM eastern sales manager, returned after an illness of several weeks.

Charles Goldsmith, who succeeded Sam Eckman as managing director, MGM Pictures, Limited, and New Empire, Limited, is here on a vacation. . . . Henry F. Krecke, Loew's International, returned from a vacation in Europe.

Charles B. Moss, president, B. S. Moss Corporation and Macon Amusement Corporation, operators, Criterion, was elected to the board of directors, Variety Club Foundation to Combat Epilepsy, according to an announcement by William J. German, Foundation president. The board now consists of George Brandt, Russell V. Downing, Edward L. Fabian, German, Mrs. Seymour D. Hesse, Dr. H. Houston Merritt, Walter Reade, Jr., and Richard Walsh.

Helen Fiske Smith, statuesque blonde beauty, chosen as "Miss Magnificent Obsession," participated in a varied round of activities in conjunction with the opening of "Magnificent Obsession," Loew's State. In addition to making numerous appearances on radio and television and appearing in department stores in original gowns from "Magnificent Obsession," Miss Smith distributed special gifts to patrons during the first three days of the picture's engagement.

Bertha Fried Rosen, secretary to Sydney Braunberg, MGM attorney, was in Denver as a delegate to the convention for the Jewish National Home for Asthmatic children. . . . Edward M. Saunders, assistant sales manager, MGM, is back from a Canadian and New England vacation.



Jane Wyman, star of U-I's "Magnificent Obsession," while in New York City recently to aid in advance promotion, met with Loew's and U-I executives in the lobby of Loew's State. Seen with her, left to right, are Ernest Emerling, Loew's Theatres advertising and publicity director; Eugene Picker, Loew's Theatres; P. T. Dana, U-I eastern sales manager; and U-I's James Jordan.



Adolph Zukor, third from right, Paramount, board chairman, recently sold the first ticket to the world premiere of Paramount's "Rear Window," Rivoli, New York City, for the benefit of the American - Korean Foundation. Joyce Presson, Long Island City, is the purchaser, and next to her stands Korean consul general Dr. D. Y. Namkoong. Also witnessing the transaction are, from left, Montague Salmon, Rivoli managing director; O. R. Chalk, Foundation vice-chairman; and Major General Charles W. Christenberry, Foundation chief executive officer.

A second daughter, Susan Louise Blatz, weight seven pounds, 12 ounces, was born to Mrs. William E. Blatz, daughter of Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres, Inc., at the Lenox Hill Hospital. The newcomer's big sister is Linda Jeanne Blatz, three and one-half.

Joe Bisdale, assistant to Oscar A. Morgan, Paramount short subjects and newsreel sales head, was engaged to Ines Passarella, formerly with RKO.

Dave Blum, head, Loew's International publicity, was in Mexico vacationing. . . . Dan S. Terrell, MGM publicity head, is on a two-week vacation. . . . Emery Austin, MGM exploitation head, and Mitchell Rawson, MGM's publicity department, are back from vacations.

Walter Futter, who is handling Vido-Scope anamorphic and wide-angle lenses, left for a trip around the world for the combined purposes of increasing production in his plants abroad and establishing sales companies.



This beautiful marble fountain display was installed recently in the lobby of Walter Reade's Strand, Plainfield, N. J., by city manager John Balmer to promote jointly 20th-Fox's "Three Coins In The Fountain" and to aid the cerebral palsy campaign. Patrons were invited to toss coins into the fountain and win passes. A total of \$101.47 was turned over to the charity.

Film Board Book

Shows Theatre Statistics

NEW YORK—It was reported in the 1954 New York Directory of Motion Picture Theatres that there are now 864 houses in the metropolitan area, including 821 conventional theatres and 43 drive-ins. The breakdown is Manhattan, 160; Brooklyn, 146; Bronx, 68; Queens, 79; and Staten Island, 10. The Bronx and Staten Island each have one outdoor house. In Long Island, there are 72 conventional houses and eight drive-ins; in southern New York state, 93 conventional and 14 drive-ins; and in northern New Jersey, 220 conventional and 19 drive-ins.

New Jersey Newark

The following Stanley-Warner Jersey zone managers are vacationing during August—J. Matthews, Capitol, Belleville; A. Finkelstein, Embassy, Orange; G. Birkner, Fabian, Paterson; R. Phillips, Hollywood, East Orange; G. Voorman, Oritani, Hackensack; J. Biondi, Ritz; S. Engelman, Roosevelt, Newark; A. Garfalo, Royal, Bloomfield; and F. Deangelis, Sanford, Irvington. . . . Helen Castelbaum, Stanley Warner booking department, is vacationing in Canada.

Robert Deitch, head, Stanley Warner publicity and exploitation, New Jersey zone, has compiled a bulletin on what the various managers are doing in the "Fabian Fabulous Forty" drive. Highlights show Adolph Finkelstein, Embassy, Orange, had a great tie-in with merchants who ran "Carnival Days" in connection with "Carnival Story;" Fred Dressel, Capitol, promoting over \$1,000 in merchandise for giveaways; Bob Phillips, Hollywood, East Orange, setting a sponsored rental; and Morty Bratter, Millburn, Millburn, arranging three sponsored shows, a \$200 giveaway, while working on a Florida vacation giveaway for September. Larry Albanese, Regent, Newark, is setting a sweater girl contest; Jules Stark, Central, has set a "Battle Of Magicians" as a stage feature; George Birkner, Fabian, Paterson, arranged with the Chamber of Commerce to have its drawing for its "Trip to Europe" promotion held on the stage, and held an "Evening Of Golf" with over \$150 in golf accessories promoted as prizes; and Bernie Silverman, Branford, made several outstanding promotion jobs, one with Gary Motors, Belleville,



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on "Johnny Dark," and the other on "The High and The Mighty" with Kings Super Markets. He has a sponsored morning show coming up and a promoted round trip to Bermuda for a giveaway. Frank Costa, Warner, Ridgewood, has been holding "Country Store" nights with \$500 in name brand merchandise given away, a "Young Miss America" contest on stage for girls 6-10 years of age with \$150 in promoted prizes awarded, with "An Evening Of Golf" set with the pro from Saddle River Country Club to appear, and \$150 in prizes to lucky patrons; the Lincoln, Union City, has set a morning rental show with the Kiwanis Club and a four-week stage promotion with the North Hudson Talent Workshop; Jules Daniels, Fabian, Hoboken, had a gala birthday celebration for the theatre with merchants cooperating and has a "Treasure Chest" giveaway idea in work with merchants again cooperating; Artie Manfredonia, Stanley, Jersey City, had a sponsored rental show; Sam Engleman, Roosevelt, set a \$500 merchant giveaway, and held special vacation matinees for kiddies with promoted candy, comic books, and cookies, while a gala salute to Jack Conhaim, Stanley, Newark, is being planned by the Vailsburg civic and merchants groups. In Dover, Sam Roth, Baker, held two beauty contests, and Gary Voorman, Oritaini, Hackensack, had a tieup with a music school for a stage presentation. Andy Garofalo, Royal, Bloomfield, had sponsored kiddie shows, and a "Miss Bloomfield of 1970" contest with \$200 in promoted prizes; Peter Werner, Regent, Paterson, held an anniversary show in a tieup with The Evening News and merchants; and the Ritz, Jersey City, held a "Penny Cartoon Karnival" with 25 cartoons for 25 pennies, other stunts. The Central, Jersey City, tied up with The Jersey Journal for a sponsored morning show for carrier boys, and the Dewitt, Bayone, Nyman Kessler, manager, had a Kiwanis Club-sponsored morning kiddies show. Al Barilla, Union, Union, arranged for a sponsored series of five shows arranged to tie in with the baby beauty parade in September, and arranged for a \$175 water softener, including installation, as a giveaway. John Powers, Ritz, Elizabeth, tied in with a department store for a style and beauty show; John Stanek, Warner, Harrison, rounded up a number of giveaways for his kiddie midweek matinees; and Tom Arrants, Cranford, Cranford, arranged a "Florida Vacation Giveaway" and had a big campaign on "Johnny Dark," tied in with the Sports Car Association with awards. The campaigns were rolling in.

Cele Breitner, secretary to film buyer John McKenna, is back after spending two weeks in Miami Beach, Fla. . . . Martha Schainman, purchasing department, is back after a week at the Jersey shore.

Elodie Miller, advertising department, is back after a vacation in the mountains. . . . The entire Stanley Warner Jersey zone extends sincere sympathy to Lou Bernhard, booking department, on the loss of his father, Joseph Bernhard.



Robert Shapiro, managing director, Paramount, New York City, recently distributed balloons to Times Square passers-by with the aid of two lovely models aboard a mechanical elephant as ballyhoo for Warners' "Ring Of Fear."

Marge Horowitz, advertising department, was vacationing. . . . Irving Zarkin, manager, Central, Jersey City, N. J., resigned to take a position in Chicago. . . . Arnold Michelson, booker, Stanley Warner Jersey zone, is back after spending a week with his family at the Jersey shore.

Somerville

The Somerville Drive-In, 1,000-car capacity, designed by Drew Ebersson, had its formal opening. The outdoor house is CinemaScope-equipped.

New York State Albany

Paramount held a housewarming in its new downtown offices at 545 Broadway. Branch manager Dan Houlihan played host.

The WTRI-TV main offices, Menands, announced the appointment of John D' Auitolo as national sales manager, headquartered in New York. He was formerly with the WCBS sales department there. Stanley Warner Theatre Corporation holds a 50 per cent interest in WTRI-TV, which since last February has been operating on UHF Channel 35.

The Association of Cinema Laboratories, Inc., filed an amended certificate, pursuant to the membership corporations law, redefining its purposes, in-



Following the recent sales meeting held at Warners Burbank, Cal., studios, a visit was made to the set of "The Young At Heart." Seen, left to right, are B. R. Goodman, Gig Young, Robert Dunbar, midwest district manager; E. E. Hinchy, N. J. Ayres, eastern district manager; and W. G. Mansell, central district head.

creasing the permissible number of directors, and restating the territory of operation. The new purposes are to "cooperate in research and improvement of motion picture laboratory procedure, develop uniform nomenclature, publish information of general interest, promote maintenance of high professional and ethical standards, and promote good relations between members."

Vacationers included Al La Flamme, Strand manager; Pat Patterson, Leland manager; and George Schenck, Tri-State Automatic Candy Corporation branch manager. Oscar J. Perrin, Madison manager, came downtown to substitute for La Flamme, and Louis Rapp, manager, Erie, Schenectady, swung over to Albany as a replacement for Patterson. Ken Farrar, Schenck's assistant, held the fort for him. . . . Herb Schwartz, Columbia salesman, scheduled a week's stay at the Neville, Ellenville in the Catskills.

The Times-Union confirmed the report that the Sheraton Corporation was negotiating for the purchase of Ten Eyck Hotel from the Schine interests.

Cinema Classics, Inc., has been authorized to conduct an entertainment business in New York City. Tohan Pictures Company, Inc., has been empowered to conduct a motion pictures business in New York City.

Buffalo

Harry Rubin, AB-PT projection chief, was in supervising the installation of CinemaScope in the Niagara. . . . Elmer F. Lux, head, Elmart Theatres, convalescing from surgery, and Mrs. Lux are vacationing with Mr. and Mrs. George Mackenna at the Mackenna's north Canadian woods vacation spot.

The weekly Sunday church services at the Niagara Drive-In, William Brett, manager, are drawing capacity congregations. For these Sunday services, the Niagara is renamed "The Church By The Side Of The Road."

The drive-ins in this area booked by Cooperative Theatres have been cooperating in newspaper advertising. They are now sharing in a radio campaign,

(Continued on page NT-4)



At a recent trade conference in the New York home office, Arthur B. Krim, center, president, United Artists, with board chairman Robert S. Benjamin, left, and vice-president Max E. Youngstein, right, revealed that the company will release 96 features between September, 1954, and September, 1956.

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EYEING THE *Exchanges*

NEW YORK—Paramounters were jubilant to find that the local exchange was in third place in the "Adolph Zukor Golden Jubilee Drive." As a result, everyone will find a healthy bonus addition.

UNITED ARTISTS—Most of the office attended opening night festivities at the Mayfaire, Flushing, taken over by former booker Buddy Muchnick. . . . Contract clerk Alasia Brown was vacationing. . . . Booker's assistant June Hill was at a weekend beach party. . . . Clerk Harvey Felsenthal weekended. . . . Ray Liggins, boxoffice department, has his own apartment in the city. . . . Assistant cashier Hilda Frishman had her vacation. . . . Cashier's department's John Halderman has taken his own apartment. . . . Salesman Sam Rifkin was spending it at Lake Saint George. . . . Frances Franc, secretary to the district manager, returned from a vacation. . . . Sophie Bochillo has been raised from the boxoffice department to city booker, replacing Buddy Muchnick.

PARAMOUNT—Ledger clerk John Spatidol and booker Nick Vacca were vacationing. . . . Eileen Friedenthal, ledger clerk, is back from the Catskills. . . . Ledger clerk Eve Dreyer and booker Gene Newmah hit the vacation trail. . . . Back from their respective respites were booker Richard Magan and head shipper Al Kubart and family. . . . Inspectress Loretta Bachmann vacationed.

MGM—Bill Kiernan, booker, and Betty Hoffman, bookers' assistant, are back after their vacations. . . . Biller Lila Rodriguez spent hers in New York's mountains.

U-I—Head booker Jimmy Davidson is back after a dude ranch vacation. . . . Print booker Dick Feinstein celebrated his birthday with a party. . . . Goldie Tucker, biller, is back from a respite. . . . Head inspectress Ethel Sweeney is on her annual.

REPUBLIC—Switchboard operator Irene Anastasiou weekended. . . . Print booker Auria Lopez was enjoying her annual. . . . Mary Nicolaou, secretary to the branch manager, was enjoying the Catskill greenery. . . . Back at work were biller Myra Lerner and bookkeeping machine operator Rene Goldstein after vacations. . . . Cashier Ed Brindley took off on his respite.

COLUMBIA—Eugene Dailey, boxoffice department, was spending his in Montreal. . . . Camille Patti, cashier's department, was expecting her Korean Joe home.

ALLIED ARTISTS—Barbara Rich is new in the booking department. . . . Bernie Brooks was a rare visitor. . . . Booker Hank Feinstein had the latest pictures of the family beauty, baby daughter, Sheryl Ann. . . . Clerk Nancy Grossman

is back after an operation. . . . Head booker Etta V. Segall cleaned up in the baseball pool.

RKO—Sadie Barnette, office manger's secretary, was spending it at Swan Lake. . . . The new office assistant is Leonard Greenzweig. . . . Dot Post, upstate booker, was vacationing in Maine. . . . The office heard from Phyllis Friedman, vacationing in California. . . . Salesman John Dacey was on his annual. . . . Phil Heydeck, boxoffice department, was week-ending at Mountain Lakes, N. J. . . . Biller Sylvia Reiss was in vacationland.

WARNERS—Vacations accounted for the absence of print booker Minnie Tannenbaum, biller Ida Martin, booking clerk Cynthia Porges, and Harry Bernstein, film room.

RAMBLIN' 'ROUND—Lennie Lightstone, ITC, was vacationing. . . . Ruth Kopfer, Realart, was on a vacation cruise. . . . Clem Perry, Rugoff and Becker, was grieved by the death of his father. . . . Julian Norwick, Joe Hornstein Theatre Supply, was in the hospital.

—J. A. D.

Buffalo

(Continued from page NT-2)

offering prizes to anyone who sends in the best last lines of a jingle sent out each day.

Harold Bennett, manager, National Screen Service, returned after surgery in Sisters Hospital.

For "About Mrs. Leslie," Paramount, manager Eddie Miller put on a special "Ladies Early Bird" show starting at 6:30 a.m. Free taxi rides to the theatre, where free coffee and doughnuts were served, were features of the stunt.

—MRS. NEDRA GRAY

Rotterdam

Recognizing the importance of children in drive-in operation, Harry Lamont installed a new playground at Riverview. Another feature at Riverview, and several other Lamont drive-ins, is the weekly "Krazy Auction," conducted by his younger brother, Bob, manager, Lamont Theatres offices. The auction offers "All new merchandise, household goods, sporting equipment, gardening supplies—all at big bargains." It is conducted from 7 p.m. to show time.



Bert Lytell, currently on a public relations campaign in behalf of 20th-Fox's "The Egyptian," is seen recently at New York's Metropolitan Museum of Art examining the Egyptian collection.



Danny Kaye, star of Paramount's "Knock On Wood," was recently welcomed home by producers Norman Panama and Melvin Frank, center, at a press conference at the coast studio on completion of Kaye's world trip during which he filmed documentary for the United Nations International Children's Emergency Fund.

Saratoga

Jerome Fuller reduced admissions at the Spar Drive-In from 60 cents to 50 cents.

Schenectady

The Schenectady Museum screened "Leonardo da Vinci," which won the grand prize at the 1952 Venice Film Festival.

The Dorseys will bring their orchestra and vocalists to Proctor's on Aug. 19, Guy A. Graves, city manager, Fabian Theatres, announced that their popularity has not waned is evidenced by young folks' excitement.

Vail Mills

The concession stand at the Vail Mills Drive-In has been remodelled and a knotty pine finish has been added. It is a Tri-State Automatic Candy Corporation unit, managed by Mr. and Mrs. Clayton Benjamin. Harry Lamont is the owner.

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ALLIED ARTISTS

Jungle Gents (5420)

COMEDY
64M.

ESTIMATE: Average series entry.

CAST: Leo Gorcey, Huntz Hall, Laurette Luez, Bernard Gorcey, Patrick O'Moore, Rudolph Anders, Harry Cording, David Condon, Bennie Bartlett, Eric Snowden, Joel Fluellen, Roy Glenn. Produced by Ben Schwalb; directed by Edward Bernds.

STORY: When it's discovered that Huntz Hall is able to locate diamonds by smell, he, the other "Bowery Boys," and candy shop operator Bernard Gorcey go to Africa at the request of diamond merchant Patrick O'Moore to locate diamonds lost in certain caves. Villains Rudolph Anders and Harry Cording follow the safari. Hall accidentally burns the map showing the route to the caves and they wander lost until they meet wild jungle girl Laurette Luez, who falls for Hall and who leads them to the caves after encounters with a hostile native tribe, unfriendly witch doctors, etc. Hall locates the diamonds. Just as the villains are about to kill everybody, the boys get the upper hand. They head for home, but Hall thinks about remaining with Luez until a huge boy friend turns up.

X-RAY: The usual nonsense and slapstick are to be found here, though the setting and locale are different, and series fans should approve this entry as they have the others. The screen play is by Elwood Ullman and Edward Bernds. Maximum aspect ratio: 1.85-1.

AD LINES: "The Bowery Boys' Are Bound For Deepest Africa—And Africa Screams"; "Follow 'The Bowery Boys' To Africa For Some Fun"; "Huntz Hall Has A Nose For Diamonds And Winds Up In Deepest Africa."

Two Guns And A Badge (5427)

WESTERN
70M.

ESTIMATE: Okeh western for the lower half.

CAST: Wayne Morris, Beverly Garland, Morris Ankrum, Bill Phipps, Damian O'Flynn, Henry Rowland, Roy Barcroft, Stanford Jolley, Bob Wilke, Chuck Courtney, John Pickard, Gregg Barton. Produced by Vincent M. Fennelly. Directed by Lewis D. Collins.

STORY: In a case of mistaken identity, Wayne Morris, recently out of jail for armed robbery is named a deputy sheriff of the outlaw-ridden town of Outpost by

MOTION PICTURE

EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

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SECTION TWO
VOL. 52 • No. 15

AUGUST 11, 1954

sheriff Morris Ankrum who expected a professional gun fighter to come along and clean out the town for a fee. The outlaws headed by Bob Wilke, Chuck Courtney, and others leave town after the first showdown with Morris. The rustling continues. Morris falls in love with Beverly Garland, daughter of leading rancher Roy Barcroft, and she feels romantic toward him although she and young rancher Bill Phipps are supposedly engaged. Morris believes Barcroft is the man behind the outlaws. However, in a showdown, the real leader is revealed as Phipps. Morris, operating under his own identity, sees the outlaw gang either wiped out or brought to justice. Despite his background, the town backs him even to naming him sheriff as Ankrum more than willingly resigns. He and Garland plan a future together.

X-RAY: A slightly different yarn is all in this entry's favor, and there's enough action and intrigue to satisfy most western fans. The cast is efficient and the direction and production suitable. The screen play is by Dan Ullman. It should do okeh where westerns are usually booked and on the lower half. Maximum aspect ratio: 1.85-1.

AD LINES: "He Gave The Gunslingers 24 Hours To Get Out Of Outpost"; "No Gunslingers Were So Feared As The Arizona Raiders Except The Lone Stranger Who Came To Drive Them Out"; "He Carried A Lawman's Gun And A Killer's Reputation."

COLUMBIA

Human Desire (710)

DRAMA
90M.

ESTIMATE: Dramatic entry has names to help.

CAST: Glenn Ford, Gloria Grahame, Broderick Crawford, Edgar Buchanan, Kathleen Case, Peggy Maley, Diane DeLaire, Grandon Rhodes, Dan Seymour, John Pickard, Paul Brinegar, Dan Riss, Victor Hugo Greene, John Zaremba, Carl Lee, Olan Soule. Produced by Lewis J. Rachmil; directed by Fritz Lang.

STORY: When Glenn Ford finishes his hitch in the army in Korea, he returns to his job as a railroad engineer and to his room in the home of his co-worker, Edgar Buchanan, where he is made welcome by Buchanan's wife, Diane DeLaire, and their grown-up daughter, Kathleen Case. One of Ford's co-workers, Broderick Crawford, has forged ahead as assistant yardmaster and is married to Gloria Grahame. Crawford has a fight and is fired. Realizing he has a few years to go until his pension, he tries to get it back. Failing, he asks Grahame to talk to an old friend, Grandon Rhodes, an influential shipper with the road, to get back the job. Rhodes knew her when she was a girl and her mother was his housekeeper. Grahame doesn't want to go, but he forces her. When she

FIRST* in the entire trade press . . .

MOTION PICTURE EXHIBITOR . . . both in The Pink Reviews as available, and in the alternating yellow Check-Up, . . . now lists, for your booking and playing knowledge, all pertinent data on the new techniques. Included in such data are:

1. ARE PRINTS AVAILABLE IN STEREOPHONIC SOUND?
2. WHICH SCREEN ASPECT RATIOS ARE AVAILABLE ON EACH PICTURE?
3. ON WHICH 3-D PICTURES ARE 2-D PRINTS AVAILABLE?
4. IS IT CINEMASCOPE . . . VISTAVISION . . . SUPERSCOPE . . . etc.?
5. ARE THERE ANY OTHER MECHANICAL PLUS-VALUES TO HELP THE GROSS?

*AS USUAL! The most useful and "theatre-wise" services will always come from the theatremen's most serviceable weekly!

returns, she tells him he's got his job again, but he becomes suspicious and beats her until she admits she and Rhodes were lovers. Learning Rhodes is to leave for Chicago, Crawford forces Grahame to accompany him while he kills Rhodes on a train. Ford is on the same train so Crawford forces Grahame to distract Ford until he gets away. Later, Grahame prevails upon Ford not to reveal at the inquest that he saw her on the train coming out of the death car. Crawford has a hold over Grahame via a note she wrote to Rhodes. Meanwhile, Grahame and Ford become infatuated and she urges that he kill Crawford and retrieve the note, leaving them free to marry. He goes along up to killing Crawford, at which point he realizes he doesn't love her and that she has no morals or decency. He gets back the note and calls it quits. She leaves Crawford, but he follows her and kills her, too. Ford meanwhile settles down to thinking about Case and the future.

X-RAY: Not an overly pleasant film, this deals with anger, jealousy, murder, romance, and the operations of trains. It has some names which can assist in the selling as well as a story that holds interest pretty much throughout. It should make up as part of the duallers. The screen play is by Alfred Hayes, based on a novel by Emile Zola. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Fair program price.

AD LINES: "Born To Be Bad . . . To Be Kissed . . . To Make Trouble"; "A Raw Slice Of Life"; "He Hated Her But He Couldn't Leave Her Alone."

LIPPERT

Paid To Kill (5326) MELODRAMA
75M.
(English-made)

ESTIMATE: Okeh import for the lower half.

CAST: Dane Clark, Paul Carpenter, Thea Gregory, Cecile Chevreau, Anthony Forwood, Howard Marion Crawford, Avis Scott, Peter Gawthorne, Leslie Wright, Hugo Schuster, Arthur Young. Produced by Anthony Hinds; directed by Montgomery Tully.

STORY: Facing financial ruin, head of a large corporation, Dane Clark hires Paul Carpenter to kill him within five days so that his wife, Thea Gregory, can collect his life insurance. A change does away with the need for Carpenter. Clark changes his mind, but cannot locate Carpenter. His secretary, Cecile Chevreau, tries to help. During the time, Clark narrowly escapes death several times. At a showdown, he suspects a business and social acquaintance, Anthony Forwood, as behind the killing attempts after eliminating Carpenter and he tries to set a trap for Forwood only to find that Gregory and he are both in the plot to eliminate Clark. Forwood had Carpenter abducted once he learned of the plot. The arrival by Chevreau sets off a gunfight in which Gregory is killed and Forwood held for the police.

X-RAY: This program entry has intrigue, action, and mysterious atmosphere with Clark for the marquee. The plot is of average interest while the cast is okeh as are the direction and production. The screen play was written by Paul Tabori. Maximum aspect ratio: 1.85-1.

AD LINES: "He Hired A Killer To Kill Him"; "A Thriller With Swift-Paced Action"; "A Good Private Secretary Can Also Prevent Murder—Especially If She Loves The Boss."

PARAMOUNT

Sabrina (5402) COMEDY DRAMA
113M.

ESTIMATE: High rating.

CAST: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer, Joan Vohs, Marcel Dalio, Marcel Hillaire, Nella Walker, Francis X. Bushman, Ellen Corby, Marjorie Bennett, Emory Parnell, Kay Riehl, Nancy Kulp, Kay Kuter, Paul Harvey, Emmett Vogan. Produced and directed by Billy Wilder.

STORY: On a lavish estate on Long Island, there resides the wealthy family headed by Walter Hampden, wife Nella Walker, and sons, playboy William Holden and business head Humphrey Bogart, along with a number of servants, among whom are chauffeur John Williams and his daughter, Audrey Hepburn. During a party, Hepburn, smitten with Holden, realizes that he's not for her. When his attention to one female becomes too ardent, she decides to end it all in the family's garage. Bogart rescues her. She is hustled off to Paris to learn to become a cook, learns the culinary art, but also acquires polish and poise to say nothing of some clothes. Two years later, she returns quite attractive. Holden has become engaged, following three unsuccessful marriages, this time at the behest of the family and Bogart, who sees the marriage to Martha Hyer aiding the family fortune. Holden doesn't recognize Hepburn as he gives her a lift home and invites her to the party celebrating his engagement. He is infatuated with her. A rendezvous is not kept because he injures himself and he sends Bogart in his place. The latter, instructed to take Holden's place for several days likes the task, but realizes that he must get rid of Hepburn so that the marriage and merger can go through. He arranges for Hepburn to go to Paris once again, hoping to reimburse her for losing Holden. The latter realizes that Bogart is in love with Hepburn and she with him and sends him to catch up with her on the boat. Holden decides his union with Hyer might be best.

X-RAY: This picturization of a hit play is delightful entertainment. Billy Wilder, one of the top writer-director-producers in the business, once again shows that he can mold talent and material into topnotch fun and he has some fine talent to work with. Bogart, Hepburn, Holden, Hampden, and Williams are excellent in their parts. The story is interesting, amusing, and touching at many spots, and it's all solid entertainment. The screen play is by Wilder, Samuel Taylor, and Ernest Lehman, based on the play by Taylor. Maximum aspect ratio: 1.85-1. Legion of Decency: B.

TIP ON BIDDING: Higher bracket.

AD LINES: "'Sabrina' In Action Is Delightful Entertainment"; "Humphrey Bogart . . . Audrey Hepburn . . . William Holden In A Light, Gay Tale Of Romance And Riches"; "Two Guys And A Gal In A Different Situation."

RKO

Every Girl Should Be Married (570) COMEDY
84M.

ESTIMATE: Reissue has names to help.

CAST: Cary Grant, Franchot Tone, Betsy Drake, Diana Lynn, Alan Mowbray, Elizabeth Risdon, Richard Gaines, Harry Hayden, Chick Chandler, Leon Belasco, Fred

Essler, Anna Q. Nilsson. Produced and directed by Don Hartman.

STORY: Betsy Drake, who works in Franchot Tone's department store, believes "every girl should be married" and has as her target pediatrician Cary Grant. Drake tries the jealousy line, which involves her with Tone, a wolf. This results in plenty of publicity, but makes no headway with Grant. Tone proposes, and this irks Grant. Eventually, Drake tricks Grant. Grant sees through Drake's scheme but succumbs to her charm.

X-RAY: When first reviewed in *THE SERVICSECTION* of November, 1948, it was said, "Entertaining all the way, even though a trifle verbal, this should please. Backed by the stars plus newcomer Drake, who does well with a meaty part, it is made for those who enjoy laughs." It is based on a story by Eleanor Harris, with Don Hartman collaborating with Stephen Morehouse Avery on the screen play.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Every Girl Should Get Married—But To The Right Fellow"; "She Loved A Baby Doctor; But Not As A Patient"; "Brought Back So You May Enjoy It."

The Window (571) DRAMA
73M.

ESTIMATE: Reissue has exploitation possibilities.

CAST: Barbara Hale, Bobby Driscoll, Arthur Kennedy, Paul Stewart, Ruth Roman. Produced by Frederic Ullman, Jr.; directed by Ted Tetzlaff.

STORY: Bobby Driscoll, who lives with his parents, Arthur Kennedy and Barbara Hale, in a New York tenement, sleeps on the fire escape and sees Paul Stewart and Ruth Roman kill a man. His parents refuse to believe him since he has been in the habit of making up stories. Driscoll goes to the police and a detective brings him home, investigates the Stewart-Roman flat, and finds nothing. Stewart and Roman determine to question Driscoll, but he escapes. Just as Stewart is about to kill him in a nearby deserted house, the police arrive. Stewart accidentally falls to his death and Driscoll is rescued.

X-RAY: When first reviewed in *THE SERVICSECTION* of May, 1949, it was said, "Gripping drama, this offers a challenge in the selling, for while it lacks marquee appeal, it does possess elements which make for boxoffice. It is a well-made, well-produced show, but what it will do at the boxoffice will depend on how much interest can be aroused in it. It is based on a story by Cornell Woolrich."

TIP ON BIDDING: Usual reissue price.

AD LINES: "What Was The Secret Of 'The Window'?" "The Boy Cried Wolf—But Death Stalked His Trail"; "Brought Back So That You May Enjoy it."

20TH-FOX

The Gambler From Natchez (417) MELODRAMA
88M.

(Print by Technicolor)

ESTIMATE: Okeh programmer.

CAST: Dale Robertson, Debra Paget, Thomas Gomez, Lisa Daniels, Kevin McCarthy, Douglas Dick, John Wengraf, Donald Randolph, Henri Letondal, Jay Novello, Woody Strode, Peter Mamakos, Ivan Triesault. Produced by Leonard Goldstein; directed by Henry Levin.

STORY: Captain Dale Robertson returns towards New Orleans after four years away fighting under General Sam Houston in Texas. He is on his way to see his

father, a well-known professional gambler. At the dock, he gets into a fight and is aided by Debra Paget, daughter of Thomas Gomez, captain of a gambling ship on the river. She thinks herself in love with him. En route, Robertson comes across Lisa Daniels with a lame horse and escorts her home. Her brother, Kevin McCarthy, and her suitor, Douglas Dick, are both interested in a new river boat. When they learn his identity it upsets them. McCarthy sends Peter Mamakos to ambush Robertson. He is wounded, but manages to get away in the river, where he is picked up by Paget. Robertson lands in New Orleans and learns that his father was killed by McCarthy, who claims he was cheating. Robertson learns the names of the witnesses, but is warned against challenging them to duels. From a waiter he learns that the game was honest and that McCarthy lost his share of the new boat and the plantation to his father and killed him, after which cafe owner John Wengraf planted a marked deck on the dead man. The waiter is killed and his body planted in Robertson's room, but Dick is caught and falls to his death, leaving only Wengraf and McCarthy as the witnesses. With the cooperation of Gomez, Robertson proves Wengraf uses marked cards so Wengraf challenges him to a duel and is killed. McCarthy enlists the aid of Daniels and attempts to frame Robertson so he can kill him, but when this fails, they play cards to determine the ownership of the boat. McCarthy loses this and the plantation and challenges Robertson. McCarthy is killed. Robertson returns the plantation to Daniels, but asks Paget to share his future.

X-RAY: Action, color, intrigue, and a yarn that moves at a rapid pace are to be found in this entry for the duellers along with adequate performances by the cast. The screen play is by Gerald Drayson Adams and Irving Wallace, based on a story by Adams.

TIP ON BIDDING: Fair program price.

AD LINES: "Out Of The Fury Of The South's Most Spectacular Era Comes The South's Most Spectacular Story"; "Bold And Bawdy As The Mighty Mississippi!—Lusty and Gusty As Its Fiery Women!"; "Rousing As The Times That Inspired Its Action."

UNITED ARTISTS

Crossed Swords COSTUME MELODRAMA 83M.

(Dubbed in English)
(Made in Italy)
(Pathecolor)
(Mahon-Vassarotti)

ESTIMATE: Flynn draw will have to make the difference.

CAST: Errol Flynn, Gina Lollobrigida, Cesar Danova, Nadia Gray, Paola Mori, Roldano Lupi, Alberto Rabagliati, Silvio Bagolini, Renato Chiantioni, Mimi Billi, Pietro Tordi, Ricardo Biolo. Produced by J. Barrett Mahon and Vittorio Vassarotti; written and directed by Milton Krims.

STORY: In medieval Italy, all men over 20 must marry or be imprisoned and their fortunes confiscated. Errol Flynn, a gay blade with the ladies, and Cesare Danova, son of the reigning duke, don't like the idea. An old Flynn flame, Nadia Gray, married to old Albert Rabagliati, still has a yen for Flynn. Roldano Lupi, counselor to the duke, teams up with Rabagliati to overthrow the duke, at the same time making a play for Gina Lollobrigida, who has an urge for Flynn. In the showdown, the women come to the aid of Flynn, Danova, and their soldiers to thwart the bad 'uns and save the day for the duke. The duke and son decide to go off ad-

venturing, and Flynn and Lollobrigida make it a twosome.

X-RAY: The principal asset here is Flynn, with the rest of the production below standard. Dubbed in English, for the most part, this will have restricted appeal in most areas, and only the Lollobrigida name will be familiar besides that of the star. Much money has been poured into the film, but, in the final analysis, it won't make much difference. Maximum aspect ratio: 1.75-1.

TIP ON BIDDING: Program price.

AD LINES: "Give Me A Fortress To Win And A Wench To Woo"; "King Of Adventurers . . . Prince Of Lovers"; "See This Reckless Rogue Conquer All Before Him."

U-International

The Black Shield Of Falworth MELODRAMA 99M.

(CinemaScope)
(Color by Technicolor)

ESTIMATE: Well-made, action-packed CinemaScope entry.

CAST: Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Rhys Williams, Daniel O'Herlihy, Torin Thatcher, Ian Keith, Patrick O'Neal, Craig Hill. Produced by Robert Arthur and Melville Tucker; directed by Rudolph Mate.

STORY: Tony Curtis and sister, Barbara Rush, are forced to flee their home along with their friend and guardian, Rhys Williams, when a follower of Earl David Farrar tries to get romantic with her and Curtis puts up a fight. Williams takes them to a priest, who turns over a letter and ring to them. The letter from their dead father requests a friend, Earl Herbert Marshall, to help. He makes Curtis a squire-at-arms and Rush a lady-in-waiting to his daughter, Janet Leigh. His hot temper soon has Curtis embroiled with Patrick O'Neal, Farrar's brother, who hopes to wed Leigh, and he is ably trained in the use of weapons by Torin Thatcher, commander of the castle guard. Knowing that Farrar intends to take over the throne, Marshall and Prince of Wales Dan O'Herlihy scheme to prevent this, but know of no one skilled enough to overcome Farrar in combat until Thatcher reports that Curtis might be the answer. Marshall orders that he be trained for knighthood. At the proper time, Marshall reveals that Curtis had a noble father who was wrongly accused of disloyalty by Farrar. Curtis challenges Farrar to trial by combat to prove his family's innocence. During the battle, Farrar's men attempt to kill the king, but Marshall's squires prevent this and hold the killers at bay until reinforcements summoned by Leigh arrive. Curtis kills Farrar. The king pardons Curtis, restores all lands and honors, and gives him the hand of Leigh in marriage. Curtis in turn gives Rush in marriage to friend Craig Hill.

X-RAY: This interesting yarn about youths training to become knights in the days of old has plenty of action, intrigue, and battling to keep things rolling. The players are well versed and carry assignments out well while the direction and production are good. This is the type of film that could account for itself well box-office wise. The screen play is by Oscar Brodney, based on the novel "Men of Iron," by Howard Pyle.

TIP ON BIDDING: Better price.

AD LINES: "Storming From The Pages Of Howard Pyle's Greatest Novel, The Saga Of England's Outlaw Knight"; "All

The Pageantry And Thundering Excitement Of The Age Of Chivalry Brought To You By The Screen's Most Romantic Couple"; "He Pledged His Life To Save A Throne And Win The Lips Of England's Most Fabulous Beauty."

WARNERS

Duel In The Jungle MELODRAMA 102M.

(332)
(Color by Technicolor)
(Made in Africa and England)

ESTIMATE: Names should help okeh programmer.

CAST: Dana Andrews, Jeanne Crain, David Farrar, Patrick Barr, George Coulouris, Charles Goldner, Wilfrid Hyde White, Mary Merrall, Heather Thatcher, Michael Mataka, Paul Carpenter. Produced by Marcel Hellman and Tony Owen; directed by George Marshall.

STORY: Insurance investigator Dana Andrews, about to board a plane in London, is instructed to warn the office of David Farrar, head of a diamond concern, that he must stop diving in search for diamonds on the ocean floor or else the insurance policy will be voided. Andrews meets Jeanne Crain, Farrar's personal secretary and fiancée, and tries to date her. About to leave again, Andrews sees a newspaper story reporting Farrar having been swept off a cargo-passenger vessel in a storm and presumed lost. Andrews tries to reach Crain, finds she has left, and boards a plane for Africa in pursuit of the cargo vessel from which Farrar fell, where he finds her. He is warned to leave her alone and to stop asking questions. At the port, the crew tries to keep him aboard, but he jumps ship. Andrews finds that Crain has been taken into the jungle by giant native Michael Mataka. After a conference with the police chief, Andrews takes off after her with a guide. They pick up the trail and he sends back the guide while he staggers into camp posing as a lost hunter. Mataka tries to send him away, but Crain insists he stay. They reach their destination to find Farrar awaiting them, displeased over the presence of Andrews, for which he whips Mataka. Unaware of Andrews' real identity, Farrar admits he was trying to swindle the insurance company. On a lion hunt, Andrews is almost killed when his gun fails, but he is saved by Mataka. Farrar learns from a runner Andrews' true identity and makes no secret of his plan to kill him. Meanwhile, Mataka is punished. Andrews frees Mataka and they and Crain flee in a dugout. Farrar wounds Mataka and then starts after them in pursuit as they go down river. They wind up in hand-to-hand combat as police arrive.

X-RAY: Filmed mostly in Africa and with good animal and scenic footage plus an interesting chase yarn, good performances, and efficient direction and production, this entry shapes up as an entry with lots of angles to sell. It is enhanced by the use of Technicolor. The screen play is by Sam Marx and T. J. Morrison, based on an original story by S. K. Kennedy, Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Above average price.

AD LINES: "Every Green-Hell Frenzy Unleashed From One End Of Africa To The Other"; "A Love Chase On The Peril-Churning Zambesi To Terror's End Beneath Victoria Falls"; "Through Screeching Jungle Haunts, Across The Veldt Of Violence, Past Lion Jaw And Boa Coil . . . They Shadowed The 'Dead Man Of The Transvaal' They Had To Bring Back Alive."

FOREIGN

Daughters Of Destiny COMPILATION 105M. (Arlan) (French and Italian-made) (English titles)

ESTIMATE: Three part offering is okeh for the art houses.

CAST: "ELIZABETH"—Claudette Colbert, Eleonora Rossi-Drago, Mirko Ellis, directed by Marcel Pagnol, adapted for the screen by Vladimir Pozner from a story by Sergio Amidei. "JEANNE"—Michele Morgan, Andree Clement, directed by Jean Delannoy with story and screen play by Jean Aurenche and Pierre Bost. "LYSISTRATA"—Martine Carol, Raf Vallone, Paolo Stoppa, directed by Christian-Jaque with screen play by Jean Ferry and Henri Jeanson.

STORY: This is the story of how three women were affected by war, one in modern times, one in medieval France, and the third in ancient Greece. "ELIZABETH"—American war widow Claudette Colbert comes to Italy to visit the grave of her husband, and she meets Eleonora Rossi-Drago, who had sheltered her husband during the war. She discovers a little boy, Drago's son, who was also the son of Colbert's husband. Offering to take the boy to America and bring him up in luxury, Colbert is turned down. She decides to leave her husband's body in Italy, where his son will remain. "JEANNE"—This incident from the story of Joan of Arc tells how Michele (Joan) Morgan is refused aid on all sides in her fight against the British. Implored by a peasant woman who asks her to pray for her dead child, she becomes responsible for a miracle. What is more, voices return to tell her of her fate at the stake after the coming battle. With an army inspired, she goes to meet her destiny. "LYSISTRATA"—Based on the play by Aristophanes, this tells of the wife of an Athenian general, Martine Carol, who in union with all the other women of the city, plan to withhold themselves from their husband's embraces until the war-minded men promise to make peace. The men try to fight but to no avail. Even Raf Vallone, the general, is forced to surrender to his wife's demands and peace is finally made.

X-RAY: A combination of comedy and drama in various settings, this should be a good entry for the art houses. "Elizabeth" is in English while the other stories are subtitled. Michele Morgan makes an impressive and beautiful Joan of Arc, although the material for the incident is but a trifling. "Lysistrata" is good for some saucy comedy of a rather robust nature, is well handled. "Elizabeth," a sentimental tale, may not be dramatically powerful, but it holds interest through the efforts of its principals.

AD LINES: "Three Tales Of War And How They Affected Three Women"; "Michele Morgan Makes A Superbly Beautiful Joan Of Arc"; "A Roster Of The World's Biggest Stars In 'Daughters Of Destiny'."

Desires DRAMA 97M. (Grand Prize Films) (German-made) (English titles)

ESTIMATE: Absorbing drama for the art houses.

CAST: O. W. Fischer, Heidemarie Matheyer, Peter Czeike, Carl Wery, Sybil Werden, Hilde Korber, Rene Deltgen, Harald Paulsen, Ivan Petrovich, Barbara

Gallauner, Heini Gobel. Produced by Meteor Fama Films; directed by Rolf Hansen.

STORY: Heidemarie Matheyer and O. W. Fischer, a happily married couple, are both pharmacists. Their placid life is disturbed when drug addict ballerina Sybil Werden comes into their path. The dancer collapses when she hears that her narcotic peddler is arrested by the authorities. She tries to buy some of the drugs without a prescription, but without success. Finally, she manages to steal some from druggist Fischer's supply. The police plan to investigate the stocks of the town's apothecaries. Matheyer, eager to protect her husband, agrees to pick up an illegal supply of the drug to replenish the shop's store before the police come. Afraid she is being followed, she throws the drugs in the river. Werden, insane from lack of her dose, collapses. Carl Wery, aged father of Fischer, and the town doctor, administers her and accidentally prescribes a lethal dose of a heart stimulant. Matheyer, charged with preparing the medicine, recognizes the mistake and is torn between filling it as such, causing Wery's reputation as a doctor to fall or correcting it and consequently allowing the threat to her husband's career to live. She prepares the correct dosage. As things turn out, her husband is cleared when it is learned that the drugs were stolen from him.

X-RAY: This absorbing drama of drug addiction and how it invades the happiness and calm of a small town pharmacist and his wife is skillfully played by a top German cast. The direction is laden with suspense and the screen play is developed adroitly. Photographed against the background of the Salsburg Festival, this might find an audience among art house frequenters. Hans Joachim and Tiber Yost wrote the story and screen play.

AD LINE: "Torn Between Murder And Conscience"; "A Powerful And Absorbing Film From Germany"; "A Drama Of Suspense And Near Tragedy."

The Stratford Adventure DOCUMENTARY 38M. (Continental) (Canadian-made) (Eastman Color)

ESTIMATE: Interesting documentary.

CAST: Alec Guinness, Tyrone Guthrie, Irene Worth, and the citizens of Stratford, Ont., Canada. Produced by Guy Glover; directed by Morten Parker.

STORY: The annual festival of Shakespearean plays at Stratford, Canada, has drawn attention of people all over the world. Here is the story of how it sprang into reality. First the thought of newspaper man Tom Patterson, the idea was tossed around for some time before a group finally invited British director Tyrone Guthrie to advise on how to bring it to fruition. Despite a series of financial crises, the group went ahead with the construction of the tent theatre, the preparation of costumes and settings, and the signing of two top British stars, Alec Guinness and Irene Worth. With Guthrie as director, one sees the acting group in rehearsal along with informal scenes of Worth and Guinness in offstage poses. The excitement of opening night marked the success of the festival committee's hopes. The battle scene from "Richard III" is also seen performed.

X-RAY: Tracing the development of the summer theater, this is an absorbing documentary. All the excitement and anticipation of backstage preparation, practical and artistic, are captured and the informal views of the stars lend warmth to the factual story. However, it would have been desirable to show a more substantial

scene from the play with Guinness. The Eastman Color brightens the story and the Guinness name should be a factor. This should make okeh program material for art and class spots. Gudrun Parker wrote the narration, spoken by John Drainie.

AD LINES: "The Story Of An Idea And How It Became A Reality"; "Backstage With Alec Guinness At The Stratford Festival"; "A Theatre Comes To Life."

MISCELLANEOUS

Uncover Girls BURLESQUE 53M. (Mishkin)

ESTIMATE: Routine burlesque show for the exploitation spots.

CAST: Leon De Voe, Eddie Ware, Mae Blondel, Bebe Hughes, Jill Adams, Dottie Ames, Gilda. Directed by Lillian Hunt.

STORY: The director of a girlie show introduces her ladies. The girls go into dance routines displaying their charms. Between strip numbers, comedians Leon De Voe and Eddie Ware go through some low comedy routines.

X-RAY: A routine burlesque show, this provides a good number of gals going through a series of disrobings for the houses that can play this type of film. The comedy may be dull, but with pretty girls acting as "straights" to the comics, audiences may not mind too much.

AD LINES: "See The Uncover Girls Of 1954"; "The Gorgeous Gilda In A Fiery Seductive Dance"; "Plenty Of Girls And Gags."

The Vanishing Prairie DOCUMENTARY 75M. (Walt Disney—True-Life Adventure) (Buena Vista) (Print by Technicolor)

ESTIMATE: High rating documentary.

CREDITS: Associate producer Ben Sharpsteen; directed by James Algar; script by Algar, Winston Hibler, and Ted Sears; narrated by Hibler. A Walt Disney Production.

STORY: This deals with the American prairie and with its wildlife, birds and animals, some of which are facing extinction. Covered are the pronghorn antelope, prairie dog, bighorn sheep, mountain lion or cougar, buffalo, prairie chicken, coyote, ducks, geese, rabbits, rattlesnake, prairie falcon, and others. It shows some births and caring for the young, the constant search for food, some of the species at play or just trying to exist, the making of homes, and the fighting off of intruders. The ways of nature are wondrous and varied, and the camera captures it all.

X-RAY: Comparing favorably with others in the series by Disney, this is high rating in all departments, particularly the camerawork and the musical scoring under the direction of Paul Smith. Some of the footage is amazing and it should delight young and old alike with glimpses into the lives and habits of the animals. It's a natural for the youngsters, but it should go over big with any audience.

AD LINES: "Another Amazing 'True Life Adventure' From Walt Disney"; "If You've Seen Walt Disney's Other 'True Life Adventures,' You Won't Want To Miss This One—If You Haven't, You Have A Real Treat In Store For You"; "Animal Life, Loves, And Perils Never Seen Before."

Varietease BURLESQUE 65M. (Beautiful) (Eastman Color)

ESTIMATE: Suited for the exploitation spots.

CAST: Lili St. Cyr, Cass Franklin, Monica Lane, Betty Page, Bobby Shields, Baro and Rogers, Christine Nelson, Twinnie Wallen, Shelley Leigh, Chris La Chris, Vicki Lynn. Produced and directed by Irving Klaw.

STORY: This has no story. Song stylists Cass Franklin and Monica Lane hold up the vocal end of the activities while Bobby Shields helps with the laughs. Betty Page, as a harem girl, does an oriental dance and Baro and Rogers do a humorous take-off on slick dancing. Christine Nelson offers some poker face comedy while Twinnie Wallen does a lively Can Can. Chris La Chris exhibits her interpretive dancing, but, not to be outdone, Vicki Lynn, a boy, assumes a feminine dance costume and goes through a similar routine; and, of course, there is Lili St. Cyr.

X-RAY: Technically this far surpasses anything of similar classification. The Eastman Color is clear and bright, and editing is competent. With St. Cyr, a top burlesque name, going through a goodly amount of dressing and undressing, this should be okeh for the houses that specialize in this type of entertainment. What is more, the comedy and dance routines are often fairly enjoyable. For sensational values, there is a female impersonation which might draw attention. Songs heard include "Broken Toy," by Ben Blossner and Irma Hollander.

AD LINES: "The Most Sensational Musical Review Ever Made"; "Beautiful Girls In Beautiful Eastman Color"; "See The Incredible Dance . . . By A Female Impersonator."

The Shorts Parade

TWO REEL

Art

GUERNICA. Manor. 14m. Dramatic use of the camera and a stirring narration by Eva LeGallienne makes this survey of some of the works of Picasso fascinating. The works seen were suggested by an event in the Spanish Civil War when the Facists almost destroyed the small town of Guernica, although it was not fortified. EXCELLENT.

HENRI MATISSE. Manor. 23m. This visit with artist Henri Matisse at his studio shows the aged artist at work on a painting. Matisse, an early exponent of Fauvism, simplified the approach to art. He used pure color straight from the tubes in a decorative fashion. Here, he is seen in a later period of development working on a portrait of his grandson. The slow motion camera catches every detail of his brush strokes. GOOD.

RODIN, MASTER SCULPTOR. Manor. 23m. By far the most important name in sculpture in recent years is Rodin. His work is violent and dramatic, reflecting an influence of Dante and Baudelaire. In his youth, he entered a monastery, but was persuaded to pursue a career in art. Devoting himself to sculpture, he travelled through Europe, being especially impressed by the works of Michelangelo in Italy. GOOD.

Color Cartoon

WILLIE, THE OPERATIC WHALE. Buena Vista-Disney-Musical Cartoon Fantasy. 20m. When word reaches the city that an operatic voice is heard on the ocean by passing ships, an opera impresario takes to the sea on a whaling ship

hoping to solve the mystery by killing a whale to whom the voice belongs and freeing a non-existent opera singer whom he thinks the whale has swallowed. He finally sights the monster, who auditions, hoping and dreaming of someday singing opera on the stages of the various opera houses throughout the world. He renders numbers from several operas, singing in tenor, baritone, and bass until his dream is shattered by a harpoon fired by the impressario. Willie swims off over the horizon, never to sing again. The voice of Nelson Eddy is heard as Willie. (This was originally reviewed as part of the Technicolor Walt Disney feature, "Make Mine Music," released in 1946. At that time, it was called "The Whale Who Wanted To Sing at the Met."—Ed.) EXCELLENT.

Color Dance

YUGOSLAV FOLK DANCES. Yugoslav Films. 20m. Seen are a series of Yugoslav folk dances in color done by people in native dress. The color enhances this short for the art and national spots. FAIR.

Musical

COLLEGE CAPERS. U-I—Musical Features. 16m. Les Baxter seems to be a failure teaching classical musical appreciation to his college class. Of the students, only Eileen Barton does not think him a square. When she hears that he is arranging South American tunes for a night club, she persuades him to bring in the band. The class picks up interest and Baxter's job is saved when the superintendent approves the new methods. Miss Barton sings "I Can't Believe That You're In Love With Me" and "Lover," while Les Baxter's orchestra are heard in "Quiet Village," "Sambabamba," and "Mambo-lero." GOOD. (9309).

Color Novelty

CHINESE EXHIBITION. Artkino. 19m. The Chinese exhibition of culture and industry held in Moscow recently is surveyed in color here. Articles of Chinese handiwork are on display along with examples of the modern industrial methods put into use in China under its new regime. Skilled Chinese workmen are on hand to show the Moscow crowds their work. This is propaganda, suited only for Russian spots. FAIR.

Travel

CARIBBEAN. BIS. 23m. The snappy Calypso rhythms of the British West Indies are sung and danced by the natives. Also shown are shots of life in these countries and their commercial enterprises and cultural advancements. GOOD.

ONE REEL

Color Art

BALLET OF DEGAS. Union. 10m. Through the medium of the color camera, some of the works of French artist Eduard Degas are shown. An impressionist, his paintings are noted for the use of light and shade. His subject matter is usually concerned with backstage views of ballerinas at work. The views he chooses of the girls are usually most uncomplimentary, catching them scratching, stretching, or adjusting their clothing. GOOD.

Black and White Cartoons

THE JOY OF LIVING. Martin J. Lewis. 7m. This animated black and white cartoon from France shows two girls dancing through a circus background. The tale associated with it is meaningless and confused. FAIR.

Color Cartoons

BROADWAY BOW WOWS. U-I—Walter Lantz Cartunes. 6m. John and Mary, a dog couple vaudeville team, hit all the low spots on the circuit. Mary refuses to marry until they play the Palace. After much effort, they finally make the Broadway house, but now John becomes infatuated with a French poodle, who takes him for all he's got and throws him over. A failure, he is about to commit suicide when Mary finds him, and the two make up and go off to the Palace together. FAIR. (9329).

GREEK MIRTHOLOGY. Paramount—Popeye Cartoons. 7m. Popeye tries to convince his young nephews to eat their spinach. To do this, he tells them the story of how his ancestor uncle, Hercules, in his battles used a whiff of garlic to strengthen him. In the midst of a losing battle, Hercules is thrown into a spinach patch, where he regains his power. The boys are unimpressed, and instead of eating their spinach dash for ice cream cones. FAIR. (E13-7).

NEOPOLITAN MOUSE. MGM—Cartoons. 7m. Tourists Tom and Jerry visit Naples, where they are shown around town by a Neopolitan mouse. The Italian rodent is quite friendly to the American visitors, but dogs give the trio trouble. The host mouse, however, manages to save the visitors from any harm. GOOD.

THE OILY BIRD. Paramount—Noveltons. 7m. The mean bird is after the lovable worm, but is constantly thwarted and finally eliminated via some not-so-funny stunts. FAIR. (P13-6).

PIG IN A PICKLE. U-I—Walter Lantz Cartunes. 6m. Milford, the pig, is being given a birthday party by Maw and Paw and the kids when one of the 39 Boomer boys abducts the animal. Maw and Paw try to get back their pig, but they usually are thwarted by the red bearded brothers. Victory finally comes and Milford returns to finish marking his birthday. FAIR. (9330).

Dance

BALLET FESTIVAL. National Film Board of Canada. 10m. Seen is opening night of a series of classical ballets put on by a non-professional school in Canada. All the backstage worries and opening night jitters of a professional group are displayed by these amateurs. FAIR.

CORROBOREE. Australian Tourist Bureau. 10m. A full fledged ballet based on the original rhythms of the Australian aborigine is the subject. Strange native type music accompanies this adaptation of the native dances. John Anthill prepared the staging. FAIR.

SPANISH GYPSIES. Hoffberg, 10m. The songs and dances of the Spanish gypsies are seen. The rigid bodies and machine gun steps of the Flamenco along with the snappy clapping of hands characterize this type of dance. FAIR.

WITCH DOCTOR. Manor. 9m. The voodoo rhythms of Haiti are heard here as the story of evil spirits and belief in witch doctor rituals is unfolded. Some of the native dances for the release of evil spirits with the haunting drum background are seen. GOOD.

CinemaScope Color Musical

PIANO ENCORES. 20th-Fox—CinemaScope Specials. 10m. A worthy successor

to "The First Piano Quartet" and given very similar treatment in photography, color, and sound, this new CinemaScope short of the series, like its predecessor, includes three numbers. "Polonaise," by Frederic Chopin, "Liebestraum," by Franz Liszt, and "Sabre Dance," by Aram Khachaturian. GOOD. (7418).

THE THIEVING MAGPIE. MGM—CinemaScope Musicals. 9m. With Johnny Green conducting the MGM Symphony Orchestra in La Gazza Ladra, "The Thieving Magpie," an overture written by Rossini, this CinemaScope short makes good use of the stereophonic sound. The music is spirited and in a gay mood, skillfully performed. GOOD.

Color Novelty

FAIR TODAY. U-I—Color Parades. 9½m. Through the eyes of a typical family, one visits the New Jersey State Fair, starting at the agricultural exhibits, domestic exhibits, and finally to the midway, where the parents and children both enjoy the fast and zany rides and sideshows. FAIR. (9384).

THE FIGUREHEAD. Louis de Rochemont. 7m. Based on a poem by Crosby Gustin, this color short utilizes puppet characters. When the minister disapproves of the newly carved angel statue, the sculptor turns it into a soldier and sells it to a ship for a figurehead. On a voyage to the South Seas, a beautiful mermaid falls in love with the figurehead. Her father, the king of the seas raises a storm and the ship sinks. The mermaid saves her handsome figurehead, but he refuses even to recognize her, thinking himself still an angel. Robert Beatty narrates, with music by Matyas Seiber, GOOD.

STAR STUDDERED RIDE. U-I—Color Parades. 9m. As members of the Desert Riders, the Palm Springs, Cal., oldest riding club, go through the desert, they come upon some star names. First, at the Tamarish Country Club, they see golfer Ben Hogan, and then at the Racket Club are Charles Farrell and Gussie Moran. At the Mirador Hotel pool, Olympic champion diver Pat McCormick is seen in some skillful aquabatics between splashes from clown diver Stubby Kreuger. FAIR. (9386).

Novelty

CANDID MICROPHONE. Columbia—Candid Mike No. 5. 10m. Alan Funt is assisted by a damsel who tries to make a date with him as he is behind the counter at a lighter repair shop. When a customer brings in a lighter for repair, Funt smashes it while explaining to the customer that the instrument must be handled with delicacy. Another episode shows a young man being tempted by the

damsel while they are alone at the counter. GOOD. (6555).

CORRAL. National Film Board of Canada. 11m. Without any narration, this tells the story of how a cowboy breaks in a young horse after a gay carefree life on the range. The only sound is the guitar music of Stan Wilson and Al Harris. The quiet quality of the film and its good photography make this something different. GOOD.

IN DARKEST FLORIDA. Paramount—Toppers. 9m. For tourists thinking of going on a safari, but unwilling to travel far, there are some places in Florida that provide a variety of exotic animals. Shown is the parrot jungle, where parrots and other fancy birds go through some capers. The monkey farm provides some hilarious moments for visitors while tourists may also stop off to see some wild animals in their jungle garden. EXCELLENT. (M13-6).

LONG TIME NO SEE. RKO—Screenliners. 8m. Footage from old-time flickers are exhibited while narrator Harry Von Zell kids along with a humorous narration. Feature one, "The Evil Artist," shows how an ill-minded artist does a pretty innocent wrong. Feature two, "A Ghastly Revenge," sees how a jealous duke takes revenge on his unfaithful wife and lover by sealing them in the room where they betrayed him. GOOD. (44211).

STALLIONS ON PARADE. U-I—Variety Views. 9½m. The famous Lipizzan thoroughbreds, white horses, are descendants of a breed of Spanish horses preserved for over 300 years in Austria. The horses undergo rigid training in classical horsemanship and are seen in the annual riding show. GOOD. (9345).

Sports

BAHAMAS TO WINDWARD. Paramount—Grantland Rice Sportlights. 9m. Leading up to a race of sail boats from Miami, Fla., to Nassau, B.W.I., this shows how the Stevens Institute plans sail boats, how sails and boats are made, etc., with a few plugs for various companies along the way. Ward Wilson narrates. FAIR. (R13-10).

DIVING CAVALCADE. Columbia—World of Sports. 9m. An exhibition of diving skill is shown here as some of America's top divers do their stuff at a Miami Beach, Fla., pool. Pete Desjardins, Earl Clarke, Mike Copeland, Patricia Fairbrother, Sam Howard, and Frank Snary show graceful and intricate air acrobatics as they head for the water. Two comic cutups are also seen in some humorous capers. FAIR. (6809).

DIZZY DIVING. 20th-Fox—Sports. 8m. The annual professional diving champion-

ship meet in the Republic of Panama sees some top rate springboard acrobats executing some intricate, daring diving feats. Don Hopka, a 21-year-old American, is finally chosen as professional high diving champion. GOOD. (3402).

HOT ROD GALAHADS. RKO—Sportscopes. 8m. The people and police of Coral Gables, Fla., have conquered the problem of reckless young hot rod drivers by officially organizing them into the Ramblers Road Club under police sponsorship. This regulates members and disciplines violators. What is more, the Hot Rod Galahads put their knowledge of engines to good use by helping motorists in trouble. To test their acceleration safely, the hot rods are given a chance to let go with all cylinders on a strip set aside for such a purpose. FAIR. (44312).

WHEN SPORTS WERE KING. Warners—Vitaphone Varieties. 10m. The golden age of sports was during the 1920's, when the racing world saw the great Man O' War and famous jockey Earl Sande. In tennis, such names as Big Bill Tilden, Molla Mallory, and Helen Wills were on everyone's lips, while Walter Hagen, Gene Sarazen, and Bobby Jones were golfdom greats. Red Grange and coach Knute Rockne shook the world of football, and in baseball immortals like Lou Gehrig and Babe Ruth were in their full swing. GOOD. (1606).

WILD PETS FOR PLAY. Paramount—Grantland Rice Sportlights. 9m. Following the antics and behavior of three groups of wild animals, the first stop is a lion den, with 28 young cubs bursting ballons. The older lions show a competitive spirit with a tug-o-war. The second stop sees a group of wild otters playing on a Florida beach. The last stop at the St. Louis zoo shows some chimps in a boxing match. EXCELLENT. (R13-11).

Color Travel

YOSEMITE THE MAGNIFICENT. MGM—FitzPatrick Traveltalk Reissues. 9m. When first reviewed in THE SERVICESECTION of April, 1941, it was said, "This is one of the best of the series. It has been photographed with real artistry. Interwoven with scenic shots are some cowboy ballads, while musical backgrounds are above average. Waterfalls and shots of redwood trees are particularly good. EXCELLENT." (T-611)

Topical

USSR No. 16. Artkino. 11m. This Soviet newsreel shows the festivities which mark the anniversary of the Ukraine's union with the USSR. Parades and sport festivals mark the occasion both in the Ukraine and in Moscow, where tremendous crowds turn out for the celebration. FAIR.

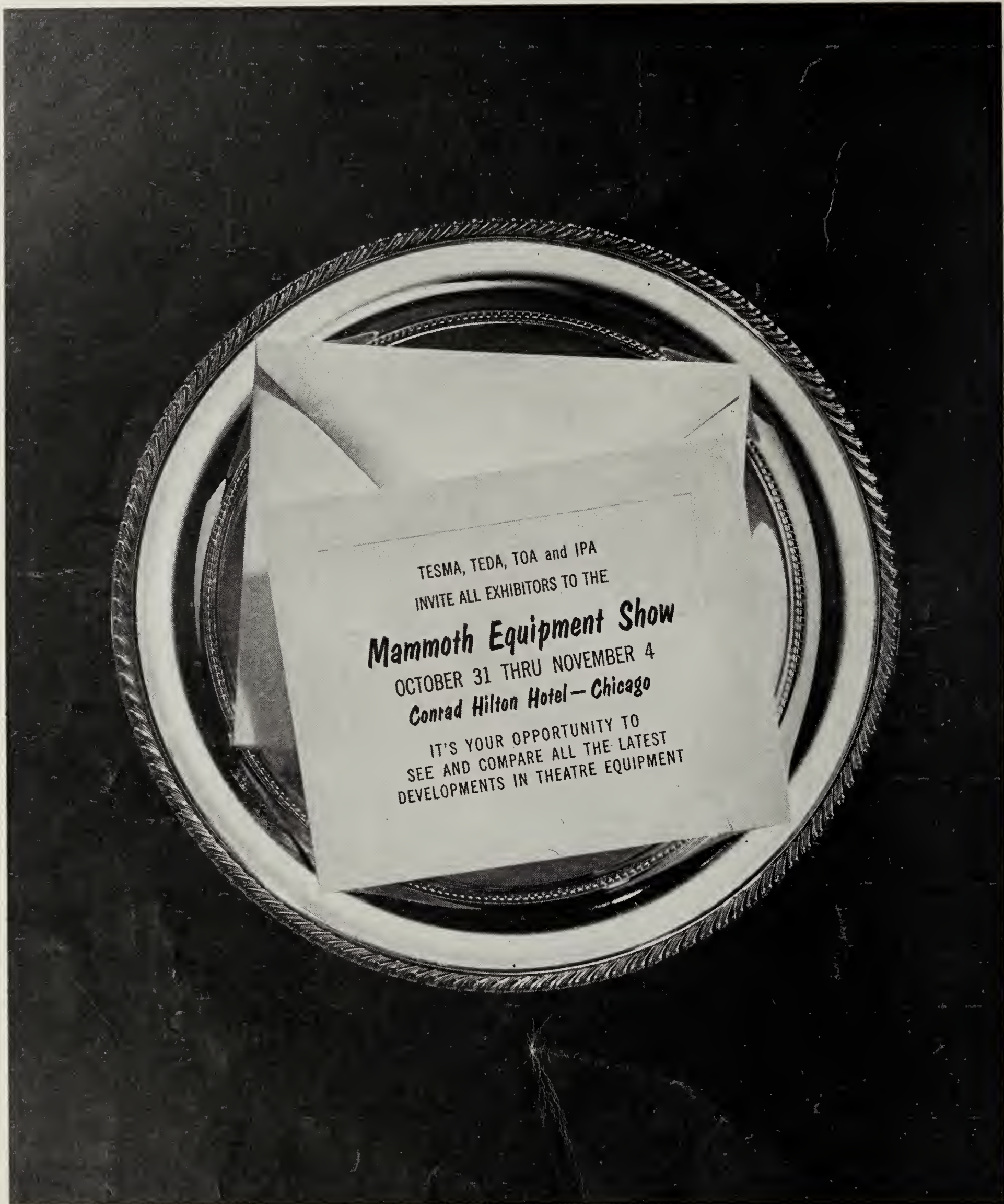
Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JULY Return From The Sea N. Brand, J. Sterling The Wicked G. Johns (English-made)	JULY Indiscretion Of An American Wife M. Jones, M. Cliff, G. Cervi (Made in Italy) Hell Below Zero A. Ladd, B. Sydney, J. Tetzel (Made in England) (Technical) The Outlaw Stallion P. Carey, D. Patrick (Technical) The Caine Mutiny H. Bogart, J. Ferrer, V. Johnson, F. MacMurray (Technical) (Special release)	JULY River Beat P. Kirk, J. Rentley (English-made)	JULY Valley Of The Kings R. Taylor, E. Parker (Made in Egypt) (Eastman Color) Gone With The Wind (Reissue) (Technical)	JULY Knock On Wood D. Kaye, M. Zetterling (Technical) The Greatest Show On Earth (Reissue)	JULY Susan Slept Here D. Powell, D. Reynolds (Technical) Gunga Din The Lost Patrol (Reissues) Hans Christian Andersen D. Kaye, Jeanmarie (Technical) (Goldwyn)	JULY Laughing Anne W. Corey, M. Lockwood, F. Tucker (Technical) (Made in England)	JULY Garden Of Evil G. Cooper, S. Hayward, R. Widmark (Technical) (CinemaScope) Gambler D. Robertson, D. Paget (Technical) The Royal Tour Of Queen Elizabeth And Philip (Color) (CinemaScope)	JULY Apache B. Lancaster, J. Peters (Technical) (Hecht-Lancaster) The Lawless Rider J. Carpenter, F. Darro, D. Dumbrie (Carpenter) Return To Treasure Island D. Addams, T. Hunter (Pathecolor) (Pollexfen) Adventures Of Robinson Crusoe D. O'Herrilly, J. Fernandez (Pathecolor) (Made in Mexico) (Dancigers-Ehrlich)	JULY Johnny Dark T. Curtis, P. Laurie (Technical) Tanganyika V. Heffin, R. Roman (Technical) The Egg and I (Reissue)	JULY The High and The Mighty J. Wayne, L. Day, C. Trevor (WarnerColor) (CinemaScope) Ring Of Fear P. O'Brien, M. Spillane, C. Beaty (WarnerColor) (CinemaScope)
AUGUST Security Risk J. Ireland, D. Malone Killer Leopard J. Sheffield, B. Garland	AUGUST Coroner Creek Gunfighters (Reissues) Pushover F. MacMurray, P. Carey, K. Navak The Law vs. Billy the Kid S. Brady, B. St. John (Technical)	AUGUST Thunder Pass D. Clark, D. Patrick, A. Devine Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	AUGUST Her Twelve Men G. Garson, R. Ryan, (AnsoColor) (Print by Technicolor) Seven Brides For Seven Brothers H. Keel, J. Powell (CinemaScope) (AnsoColor)	AUGUST About Mrs. Leslie S. Booth, R. Ryan, M. Millar Living It Up D. Martin, J. Lewis, J. Leigh (Technical) Rear Window J. Stewart, G. Kelly, W. Corey (Technical)	AUGUST Every Girl Should Be Married The Window (Reissues) Passion C. Wilde, Y. DeCarlo (Technical) (SuperScope)	AUGUST Make Haste To Live D. McGuire, S. McNally, M. Murphy	AUGUST Broken Lance S. Tracy, R. Widmark, K. Jurado, R. Wagner, J. Peters (CinemaScope) (Color by Deluxe) The Raid V. Heffin, A. Bancroft (Technical)	AUGUST Crossed Swords E. Flynn, G. Lollobrigida (Pathecolor) (Mahon-Vassarotti) (Made in Italy) Down Three Dark Streets B. Crawford, R. Roman (Gardner-Levy) The Diamond Wizard D. O'Keefe, M. Sheridan (Pallos) (English-made) Malta Story A. Guinness, J. Hawkins (De Sarigny) (English-made) Victory or Sea (NBC Film Division) (Documentary)	AUGUST Magnificent Obsession J. Wyman, R. Hudson, B. Rush (Technical) Francis Joins The WACS D. O'Connor, J. Adams, C. Wills	AUGUST Duel In The Jungle D. Andrews, J. Crain, D. Farrar (Technical) (Made in South Africa and England) King Richard And The Crusaders R. Harrison, V. Mayo, L. Harvey, G. Sanders (WarnerColor) (CinemaScope)
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland	SEPTEMBER On The Waterfront M. Brando, L. J. Cobb, E. H. Saint A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technical) The Black Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technical)	SEPTEMBER The Deadly Game L. Bridges, S. Silva (English-made) The Unholy Four P. Goddard Life With The Lyons B. Daniels, B. Lyon (English-made)	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe) Brigadoon G. Kelly, C. Charisse (Anso color) (CinemaScope)	SEPTEMBER Sabrina A. Hepburn, H. Bogart, W. Holden	SEPTEMBER This Is My Love L. Darnell, D. Duryea, F. Domergue (Eastman color) She Wore A Yellow Ribbon (Reissue)	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Technical) (CinemaScope)	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Technical) (CinemaScope)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technical) The Black Shield Of Falworth T. Curtis, J. Leigh (Technical) (CinemaScope)	SEPTEMBER Dagnet J. Webb, B. Alexander, A. Robinson (WarnerColor)	

At the request of a midwestern drive-in owner, MOTION PICTURE EXHIBITOR is adding information concerning phases of the moon to its list of services. Drive-in operators should find it advantageous to book color films during a full moon. The accompanying chart applies to the central time zone, with slight adjustments necessary for east and west.

MOON PHASES	1 Quarter	2 Full	3 Last	4 New
AUGUST	6	14	20	28
SEPTEMBER	5	12	19	26
OCTOBER	5	12	18	26

OBSERVATIONS
Sept. 6—Labor Day



TESMA, TEDA, TOA and IPA
INVITE ALL EXHIBITORS TO THE

Mammoth Equipment Show

OCTOBER 31 THRU NOVEMBER 4

Conrad Hilton Hotel - Chicago

IT'S YOUR OPPORTUNITY TO
SEE AND COMPARE ALL THE LATEST
DEVELOPMENTS IN THEATRE EQUIPMENT

This space sponsored as an industry service by
MOTION PICTURE EXHIBITOR (Weekly)
THEATRE CATALOG (Annually)

MOTION PICTURE

EXHIBITOR

AUGUST 18, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



COMPO Asks Industry Group Insurance Plan

(page 7)

"Sunrise Of A New Era"

(editorial)

AND FEATURING: PHYSICAL THEATRE

Richard F. Walsh, IATSE president, called the 42nd convention of the group to order last week in Cincinnati, where he was successful in his bid for reelection over Roy M. Brewer, former executive.



My Intimate Diary

-by Leo

"Good pictures result from team-work. I'm proud of our team at M-G-M."
—Dore Schary



I was so proud of that article in Film Daily last week under the headline: "TOP RESULTS FOR THREE NEW M-G-M ATTRACTIONS." To quote the article: "Leading the trio is 'SEVEN BRIDES FOR SEVEN BROTHERS' which established a new 21½ year record in its first week at Radio City Music Hall. 'VALLEY OF THE KINGS' in its first 23 engagements is outstanding and 'HER TWELVE MEN' in its world premiere week in Lincoln, Nebraska, finished with a gross greater than any previous attraction except those at advanced prices."



Wish you could have seen our Sales Execs doing hooplas in the projection room at 1540 Broadway last week when "BRIGADOON" was screened for the first time at the Home Office. Better than the famed stage hit was the exultant unanimous opinion. Predictions are that this spectacular musical will be an Academy Award contender, which means that the star, the producer and the director of "An American In Paris" have done it again!



Probably the most extensive and most original promotion campaign of years is under way for M-G-M's superb production of "BEAU BRUMMELL." The little figure shown to the left will be the Oscar of the well-dressed man, the award in national contests. Just part of the ballyhoo that will tell the world about the magnificent drama whose fame, based on enthusiastic Previews, East and West precedes it.



A little bird whispered it! The grapevine is carrying it across the nation. The biggest Christmas gift the screen will offer this year is a brilliant musical extravaganza telling the story and singing the songs of Sigmund Romberg. It's "DEEP IN MY HEART" and production has just finished. Those who have seen it forecast it's the Biggest yet in the tradition of the Ziegfeldian-type musicals.



In M. P. Exhibitor Magazine's Laurel Award Poll, M-G-M again for the 6th straight year has won the industry's top honor. M-G-M has been voted again: "THE COMPANY THAT GIVES EXHIBITORS THE FAIREST TREATMENT!"

P.S. Watch for more of "My Intimate Diary"

my paw → Leo



AUGUST 18, 1954

VOLUME 52 NUMBER 16

SUNRISE OF A NEW ERA

THE MOST HARDCASE VETERAN must agree that the box-office future never looked brighter, and the supply of strong grossing possibilities from now through the coming fall and winter never looked better, than in this summer of 1954.

Right now, on the Broadways and mainstems of the world, and in the early sub-runs, are such really outstanding pictures as "Caine Mutiny," "On The Waterfront," "Executive Suite," "Seven Brides," "Student Prince," "Knock On Wood," "Living It Up," "Rear Window," "Johnny Guitar," "Three Coins," "Broken Lance," "Demetrius," "Garden Of Evil," "About Mrs. Leslie," "King Richard," "Apache," "Magnificent Obsession," "Dial M For Murder," and "High And The Mighty." Here are nineteen sock shows in any league and in any season!

And even the current crop of reissues have such power as "Gone With The Wind," "Duel In The Sun," and the perennial "Pinocchio." Pictures that open big and "have legs."

But to fully appraise the coming season, it is necessary to look beyond the tremendous smash hits of these current two months. Can the various studios hold such a production quality and pace, or is this just a flash in the pan with no continuing substance?

Part of the encouraging answer is in the yellow Check-Up part two of this issue delineated under the heading: "To be reviewed and in production." Part is in the enthusiasm which normally blase distribution men radiate when they talk about the completed pictures and rushes they have seen both in New York and on their west coast visits. But the optimism of big accomplishments and bigger things to come is in the air. With few exceptions, distributor after distributor, if given half a chance, will rave about his shows during the coming fall and winter. And one gets the feeling that it isn't the normal sales routine but a genuine overflow of news too big to keep.

A good part of the reason for all of this seems to stem from the adoption and development of the new techniques of CinemaScope, stereophonic sound, wide-screen, etc., that have given more latitude to the telling of the production story. But there seems to be another and possibly more important reason.

When depression hit the boxoffice in 1946, the produc-

tion gears of this industry were tuned to turn out volume each year, with action "B" pictures the needed majority to satisfy the tremendous appetites of multi-feature theatre policies. Good big pictures were in the minority and normally resulted from the personal attention of a few studio heads or big name producer-directors. TV picked up yards of old "B" pictures and dished them to the public in a steady, unending stream; and the entertainment line between a new and an old "B" wasn't great enough to offset the difference between paid and free. So the boxoffice suffered, and continued to suffer.

Hollywood knew the answer and concentrated on less but better pictures, but it was hard to sell the public on the fact that a change had been made. Watching the steady stream of "B's" on their TV screens they seemed to damn all movies and stay at home. So some really outstanding productions of 1950, 1951, 1952, and 1953 didn't get the public attention which they deserved.

Then came the new techniques and the public became curious. They decided to take a look, and liked what they saw. They now seem to realize for the first time that movies are actually better than ever.

And when the big TV shows return to the air after Labor Day we don't expect to see any slackening of interest at the boxoffice. With the exception of a few big "live" shows and occasional sports events TV has failed to sustain itself as a "new" new medium. The "new" new movies have shown their entertainment worth.

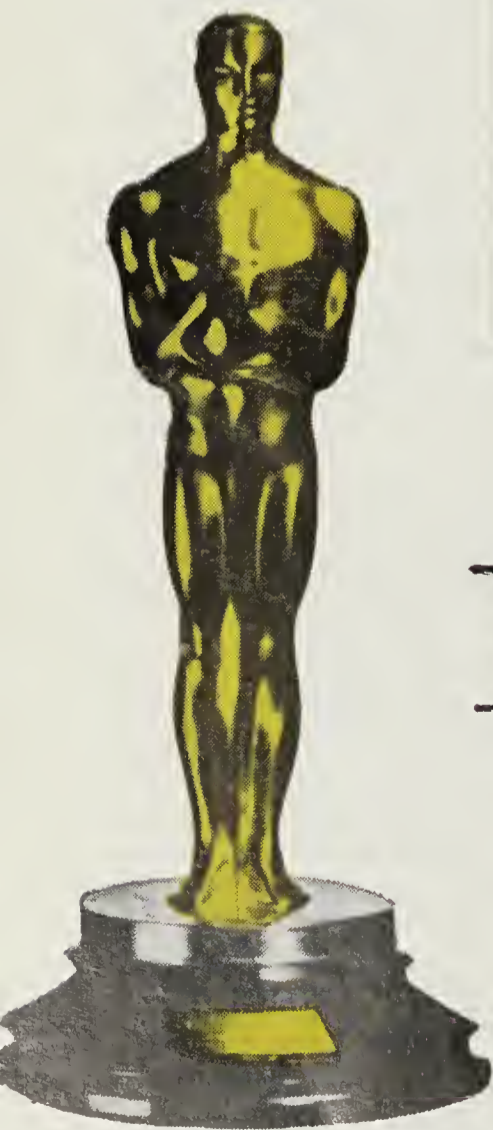
Once again the old adage has been proven. There is never anything wrong with the picture business that good pictures cannot cure!

LAUREL AWARD IMPORTANCE

THAT THE NATION'S NEWSPAPERS are still alert to the reader interest enjoyed by important announcements dealing with motion pictures was vividly illustrated by the scores of "breaks" given to the INTERNATIONAL LAUREL AWARD winners, as announced in the Aug. 4 issue of M.P.E. In New York City, for example, the Times, Herald Tribune, and Mirror featured the results; and similar attention was given elsewhere across the nation. We are very gratified with this wholesome publicity.

Jay Emanuel

Bogart's for
"African Queen"

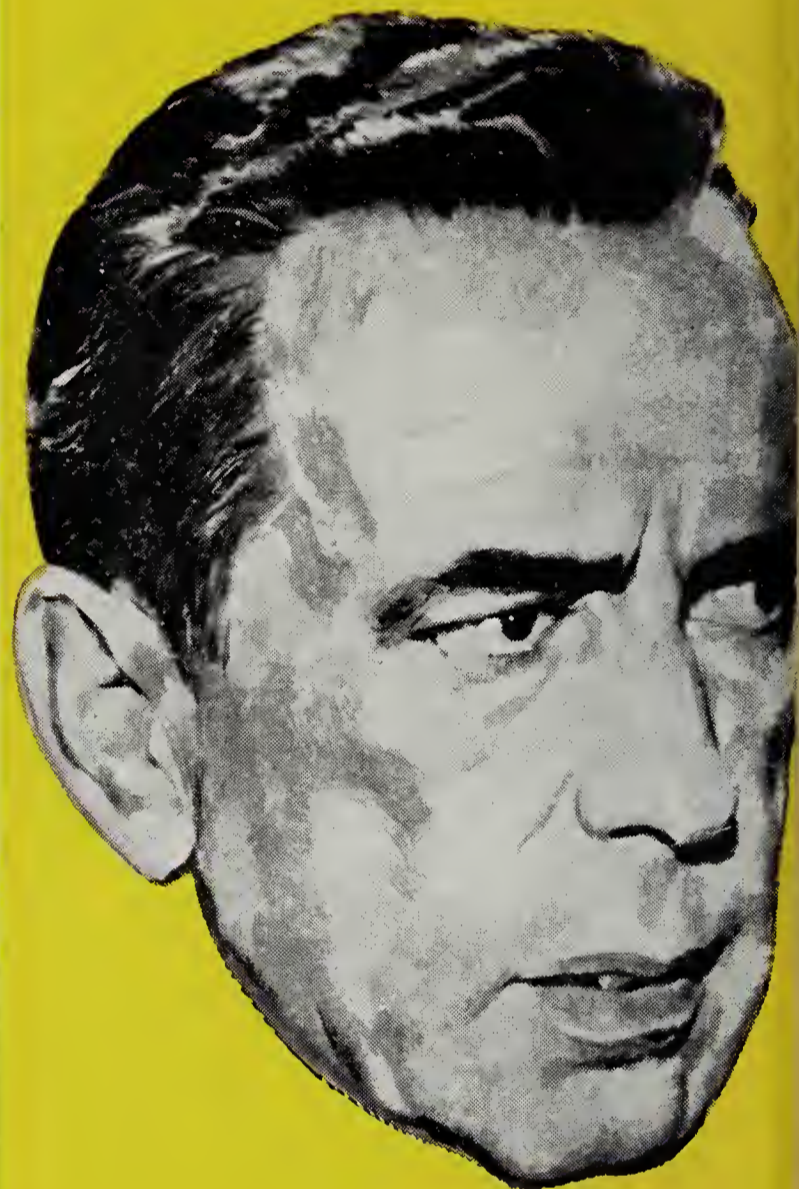


**PARAMOUNT
HAS CORNERED
THE MARKET ON
OSCAR-WINNERS**

for
"A sock comedy
that will keep
ticket windows
humming and be
liked by the masses!"

—reports *Variety*

Rich man, rich man... will she pick
the one who's always a tycoon
—but never a bridegroom?



HUMPHREY BOGART · HELEN HAYES · AUDREY HEPBURN



Holden's for
"Stalag 17"

S... the chauffeur

with
WALTER HAMPDEN · JOHN WILLIAMS

Produced and Directed by **BILLY WILDER**

Written for the Screen by BILLY WILDER, SAMUEL TAYLOR WELLES

Hepburn's for
"Roman Holiday"



Wilder's for
"Lost Weekend" and
"Sunset Boulevard"

She's not social but she's sociable... this chauffeur's daughter who drives—millionaires wild!



Rich man, rich man... will she pick the playboy who carries champagne glasses in his pants' pocket?



HEP
BURN • HOLDEN

Brina

...her who learned her stuff in Paris!

ARTHUR HAYES • JOAN VOHS

WILDER

JOHN HUSTON • From the play by SAMUEL TAYLOR

CAN NEWS

(Trade Headlines Of The Issue)

Distribution

Al Lichtman, 20th-Fox director of distribution, urges the proper projection of CinemaScope films at the company's New York sales meeting (page 15).

John G. McCarthy, former MPEA-MPAA executive, forms international film company (page 15).

Exhibition

National Allied announces that its committee will meet with company sales heads to discuss trade practices (page 7).

Financial

Stanley Warner profit shows increase after three quarters (page 6).

Warners' profit is up over last year's figures (page 7).

Decca earnings, bolstered considerably by U-I, for the six months ended on June 30, rise sharply (page 7).

International

Canadian motion picture attendance climbs steadily due partly to an increase in immigration (page 8).

Robin completes negotiations leading to Cinerama in London (page 8).

Cinex, Mexican government distributor, announces the purchase of Azteca Films (page 8).

Legal

Eleven Chicago anti-trust suits settled out of court (page 9).

Castleman stockholder suit against Howard Hughes and RKO, dismissed on west coast (page 15).

Mississippi drive-in company files \$650,000 anti-trust action against 15 film companies and an exhibitor (page 18).

Legislative

New York exhibitors widen tax battle in attempt to include all theatres under injunction order (page 20).

Mel Konecuff

The bow of a new variable lens, actor William Holden's report on his Vista-Vision tour, and a few cogent observations on buffalo babies and censorship come in for attention (pages 6 and 20).

Organizations

COMPO proposes an industry insurance plan to cover all members regardless of rank (page 7).

IATSE opens its 42nd convention in Cincinnati amid election furor (page 9).

Johnston tells the IMPDAA that MPEA has no subsidy commitments abroad and plans none (page 9).



At a trade press conference in New York City recently, William Holden, Paramount's Academy Award-winning star, told of the enthusiastic reception accorded VistaVision at demonstrations he held in the principal cities of Asia and Europe, on a round-the-world tour discussing the process.

NEW YORK By Mel Konecuff

EXHIBITORS last week found themselves faced with still another lens at a demonstration at the New York Paramount, which will permit them to show films in any of the aspect ratios including CinemaScope. The HILUX VAL (variable anamorphic lens), developed and manufactured by Projection Optics, Inc., Rochester, N. Y., is cylindrical in shape and screws directly onto the objective lens without special attachments to the projector face.



KONECOFF

It is made up of prisms which are individually adjusted by two independently controlled knobs, and, with the projector aligned for normal projection, the two knobs are merely turned until both sides of the screen are filled. It is never necessary to shift the projector in any direction and there are no gear ratios or levers to set.

Light transmission of the lens is very high because high index, coated glass is used, which permits the use of thinner prisms making for better light transmission and reduced weight. To accomplish sharper definition, a corrector lens was placed in front of the unit, which also acts as a dust catcher. It can be used with all normal lenses and projectors including speeds from f8 to f1.8 and with standard or high speed lenses.

The lenses weigh only ten pounds, come with a cap for protection when not in use and in a strong box which acts as a carrying case and storage depot. The price is \$750 per pair FOB Rochester, and they can be had from theatre supply dealers.

At the demonstration, scenes from the CinemaScope productions "Lucky Me" and "Knights Of The Round Table" were shown as well as a U-I short, and the lens was expanded and contracted to show its versatility. The images were clear.

Latest Bulletins

(Developments At Press Time)

Stanley Warner Report Shows Profit Increase

NEW YORK—Stanley Warner Corporation and subsidiary companies reported for the 39 weeks ending on May 29, 1954, a profit of \$2,694,900 after deducting depreciation amounting to \$2,328,100 but before deducting provisions for federal income taxes and contingencies. After deductions, the net profit was \$1,494,900. Included is a profit of \$80,800 from the sale of properties.

The net profit equals 64 cents per share on the 2,324,337 shares of common stock outstanding. For the 13 weeks ending on May 29, the consolidated net profit amounted to \$643,500 after deducting depreciation but before deducting provisions for federal income taxes and contingencies. The net profit, after deductions, was \$303,500, including \$60,200 from the sale of properties.

For the quarter ending on May 30, 1953, Stanley Warner and subsidiaries reported a loss of \$360,600.

Columbia Gross Estimated At Record \$75,000,000

NEW YORK—Columbia estimated that its gross income for the 1954 fiscal year ended last June was more than \$75,000,000, according to an announcement by Harry Cohn, president. This indicates a gain of more than 25 per cent over 1953, the firm's previous record high year, when the gross income reached \$60,274,000. Cohn added that each year since 1934, when the gross income was \$11,178,000, has been a profitable one.

LUNCHEON MEETING NOTE: An informal luncheon for delegates to the first national sales convention of IFE Releasing Corporation was held last week with trade press representatives also in attendance. Bernard Jacon, vice-president in charge of sales, acted as spokesman and introduced executive vice-president E. R. Zorngiotti, who brought greetings from absent members of the board of directors in Rome and reported that 1954-55 would see an increasingly important lineup of pictures coming from the organization.

Jacon announced that five top pictures would be released between September and December, and he predicted that the next year would see IFE films grossing 35 millions at the boxoffice in the U. S. He opined that exhibitors would get pictures that will bring in customers as well as support to sell the films to the public.

Others present at the luncheon were Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity, and exploitation; Seymour Schussel, Phil Levine, Sal Di Gennaro, Arthur Levy, Al Herman, Dave Leff, Alex Cooperman, Joseph Nercesian, John Jarvis, David Williams, Glenn Fannin, S. B. Zimmerman, Mark Goldman, Murray Baker, Bernard McCarthy, Samuel Chernoff, Ben Kornzweig, and Bernard Lewis.

(Continued on page 20)

COMPO Proposes Trade Insurance Plan

Smaller Theatres Seen Benefiting From Group Rates; All Member Firms Would Receive Coverage

NEW YORK—The Council of Motion Picture Organizations revealed last week a comprehensive plan of group life insurance embracing officers, partners and employes of all segments of the industry affiliated with that organization in one of its major public relations moves.

Details were set forth in letters to dues-paying exhibitors, film company presidents, trade press publishers, and heads of all other charter organizations of COMPO. The letter emphasized that the plan should be of special interest to smaller theatres employing less than 25 persons, which until recently, have been unable to obtain group insurance.

A questionnaire is enclosed with the letter, and members are asked to indicate whether they would be interested and, if so, to give the number of officers, partners, or employes in each of three suggested salary classifications.

Robert W. Coyne, special counsel, pointed out that COMPO is merely attempting to find out whether industry business establishments would be interested.

"The plan," Coyne said, "is the result of an inquiry made by me to Sam Pinski, one of our three co-chairmen, who is a director of the John Hancock Mutual Life Insurance Company, following several queries by theatre owners and others as to whether such a plan would be feasible for the motion picture industry.

"COMPO would not incur any liabilities, nor would it profit, through this plan. All administration costs would be absorbed in the premiums and the small advance that COMPO would make to start the plan would be repaid from the first premiums. COMPO assumes no obligations of any kind, but provides a corporate entity so that individual firms not otherwise eligible to participate in such a plan because of their size are now able to do so at a very modest cost. This cost is expected to average around \$1 per month for each \$1,000 of insurance."

The tentative plan provides that all active corporation officers and executives of theatres receiving annual salaries of \$5,000 or more and all active proprietors and partners regularly employed in the insured business for at least 30 hours a week are entitled to receive life insurance policies of \$5,000; all ushers policies of \$1,000; and all other employes policies of \$2,500. Other classifications may be set up for trade papers and their charter organizations if they elect to come in under the plan.

The chief advantages of the plan are that it gives coverage to officers, owners, and employes regardless of age or physical condition; it strengthens employer-employee relations; and it permits the writing of policies at low rates only available through a group plan.

All employers with one or more em-

Allied Committee Sets Meeting With Sales Heads

NEW YORK—Final arrangements have been made for the appointed committee representing National Allied to meet with the general sales managers today and tomorrow (Aug. 18 and 19), it was announced last week.

A report of these meetings will be made at the board meeting which takes place on Aug. 23-24 at White Sulphur Springs.

Warners' Net Profit Shows Increase

NEW YORK—Warner Brothers Pictures, Inc., and subsidiary companies reported last week for the nine months ending on May 29, 1954, a net profit of \$2,536,000, after provision of \$2,250,000 for federal taxes on income and after a provision of \$300,000 for contingent liabilities. Included in the net profit for the nine months is a profit of \$772,000 from the sale of capital assets, before provision for federal taxes. Film rentals, sales, etc., amounted to \$49,506,002. The net profit is equivalent to \$1.02 per share on the 2,474,337 shares of common stock outstanding or reserved for exchange at May 29, 1954.

For the corresponding nine months last year, the operations of the new company for the three months ending on May 30, and of the old Warner Brothers Pictures, Inc., for the six months ending on Feb. 28, (after eliminating net profit from domestic theatre operations), showed a combined net profit of \$2,129,000, after provision of \$3,034,000 for federal taxes and \$150,000 for contingent liabilities.

ployes can be covered under this plan provided COMPO is able to obtain a minimum coverage of 600 lives. The group insurance will be available to COMPO member associates as well as individual COMPO theatres, and can be imposed upon any other group insurance presently carried by association members. Premiums are paid by employers, as state laws do not permit an association group life insurance plan to accept contributions from employes.

Replies to the questionnaire will not commit the senders or COMPO to any obligation.

I N D E X

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Pop Films Boost B'dway Boxoffices

NEW YORK—Due mainly to good theatre weather and a wealth of top product, business in the Broadway first-runs was generally good over the weekend, with Radio City Music Hall leading the way.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"DUEL IN THE JUNGLE" (Warners). Paramount expected the second week to tally \$33,000.

"BROKEN LANCE" (20th-Fox). Roxy reported \$23,652 for Thursday through Sunday, with the third week heading toward \$33,000.

"SEVEN BRIDES FOR SEVEN BROTHERS" (MGM). Radio City Music Hall, with stage show, was holding at its unusual pace, and garnered \$109,500 for Thursday through Sunday, with the fourth week bound to top \$184,000.

"LIVING IT UP" (Paramount). Criterion was due for a \$33,000 fourth week.

"REAR WINDOW" (Paramount). Rivoli was anticipating a \$60,000 second week.

"GAMBLER FROM NATCHEZ" (20th-Fox). Globe hoped for a \$10,000 opening week.

"APACHE" (UA). Mayfair looked toward a \$22,000 sixth week.

"ON THE WATERFRONT" (Columbia). Astor held up excellently and claimed \$59,000 for the third week.

"SUSAN SLEPT HERE" (RKO). Victoria reported the third and last week would tally \$14,500.

"THE CAINE MUTINY" (Columbia). Capitol was sure of a \$43,000 eighth week, a jump over the previous week.

"MAGNIFICENT OBSESSION" (U-I). Loew's State expected the second week to tally \$44,000.

Decca Earnings Up

NEW YORK—Decca Records, Inc., last fortnight issued a consolidated net earnings report for the six months ended on June 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures, Inc., which showed it amounted to \$1,204,288, equal to 75 cents per share on 1,602,501 outstanding shares of capital stock.

On June 30, Decca owned 718,585 shares of U-I common, which represents approximately 73 per cent of the motion picture company's outstanding common stock.

In the same period of 1953, Decca reported earnings of \$430,063, equal to 32 cents per share on 1,354,158 shares of capital stock outstanding on June 30, 1953. The 1953 earnings did not include Decca's then proportional share of U-I's undistributed earnings.

Filmack Elects Officers

CHICAGO—Lou Kravitz, Filmack Trailer Company advertising manager for many years, was elected last week to the vice-presidency in charge of sales and to membership on the board. Other officers elected at the annual stockholder meeting were Irving Mack, president; Donald Mack, vice-president; Bernard Mack, secretary; Joseph Mack, treasurer; and John Wanner, New York Stock Exchange member.

The International Scene

Canada

Immigration Rise Boon To Theatres

TORONTO—While the American motion picture industry cried the blues, the Canadian counterpart looked for new fields to conquer. Movie attendance in this country has climbed steadily from 235,881,982 in 1950 to 262,950,000 in 1954.

The observer wonders aloud why. Probably the greatest single factor has been immigration. This, coupled with the absence of competition of TV, was the most important. But the coming year will see some tough competition from the newest amusement medium as many stations open throughout the hinterlands. The independents in the country, along with the circuits, will feel the pinch.

Business in the smaller towns will decline with the ever-increasing purchase of TV sets, and the transmission of the moving image to the homes will be watched with more and greater interest than that of the shadows of the theatre screen.

But, coming back to the theatre industry and immigration, it is said that the amusement industry has benefitted most from the influx of the new blood into this country. A foreign-language movie business has grown outside the confines of the art field.

The importance of this business may be found from the stacks of movie fan magazines from Germany and Italy on the newsstands in the foreign-language districts. One of the reasons the industry has benefitted from this group is that the average immigrant has not been accepted too quickly by the element already living in this country, and one of the easiest ways for a newcomer to amuse himself and while away the time is attendance at the theatres.

The immigration flow increases, with 67,955 coming in the first five months of this year, up 13 per cent from the 59,960 who arrived last year in the January-May period.

Theatre chains in this country are beginning to recognize the importance of reaching this new population with their screen-fare. Advertising is being taken by theatres in the foreign-language press, which, of course, has grown, too, to cater to the new element in this country.

Canadian Comment

Gerald J. Keeley, one-time Ottawa representative, Rapid Grip and Batten, has been appointed manager, motion picture division of that company, in charge of the company's old Sovereign Studios outside of Toronto. Frank O'Byrne becomes sales manager, motion picture division. . . . Films for TV are to be made by Cine-Television Limited, to whom a Quebec charter has been granted. . . . Oscar Richards, veteran Quebec manager, has been appointed supervisor, Amherst, Montreal, and the Amherst Bowling Alley,



Following the recent successful screening of "The Advancing Techniques of CinemaScope" at the Savoy, Dublin, Ireland, James F. Pattinson, director of sales, 20th-Fox, England; B. T. Britten, Dublin branch manager; 20th-Fox board member Daniel O. Hastings, former Senator from Delaware, and Mrs. Hastings, chatted in the lobby.

in the same building, owned by Raymond Allen. Richards, from Shawinigan Falls, 30 years ago, was with United Amusements for years. . . . A plebiscite has Okehed the dropping of Wednesday closing in Vancouver. A six-day shopping week will be instituted instead of the former five. Business was hurt considerably by the closing. Employees will still work a five-day week, though. Business in Toronto's downtown houses was hurt on the weekends, with the closing during the summer of the major department stores on Saturdays. . . . The Yorkton International Documentary Festival, the third of its kind, takes place in the Saskatchewan town on Oct. 20-21-22. There will be five categories of films accepted for the 16mm. festival.

CINE CHATTER—The Arcadian, Toronto, is being demolished to make way for an office building. . . . Opportunity for the reissue of "Country Doctor," made by Fox on the life of Dr. Dafoe, the doctor who brought the Dionne Quints into this world, was presented in the death of one of the quintts. The death brought to the foreground just how much of the quintts' million and a half dollars was earned from motion pictures. . . . Russ McKibbin, manager, Imperial, Toronto, returned from a three weeks' holiday spent on Lake Simcoe. . . . In the light of the hassle between the AGVA, representing the variety artists, and the AFM, the musicians union, involving the Canadian National Exhibition Grandstand Show in Toronto, Alex Barros, Globe and Mail movie columnist, comes up with the suggestion that some of the better old-time movies be shown at the grandstand. . . . Peter Lawrason and Laurie Hole are doing the rounds of Famous Players' suburban houses in Toronto doing relief work while the managers are on holidays. Lawrason is manager, Avenue, and Hole, the skipper of the Village. . . . Newest film company in this country is Comprehensive Film Services being set up by Bob Lee, former manager, CHUM, Toronto. The company will handle TV, industrial, and educational films.

Another company equipped to handle films is Communications of Canada, with the association of Julian Roffman, well-known motion picture cameraman. He will be associated with Ralph Foster and Art Wells. . . . The latest Eye Witness releases of the National Film Board include a story on a B. C. stern wheeler, the Minto, and one on mink. . . . The NFB will also release a special film on the British Empire Games, produced by Nicholas Balla. Four cameramen, Osmond Bora-daille, Don Wilder, Jack Long, and Felix Lazario were on the job in Vancouver.

England

Negotiations for the exhibition of Cine-rama at the Casino, London, were completed last week as contracts were exchanged between Sydney H. Murley, board chairman, Robin International, and Robin attorney Dan Glass, and Emil Littler and Tom Arnold. Robin planned immediate installation of necessary equipment, with the opening of "This Is Cinerama" set for approximately two months from now. Murley left to prepare for the Paris opening after announcing that no other British opening was contemplated for at least a year. Getting the Casino ready for the new medium will require the removal of 500 of the 1,800 seats. Sir David Griffiths is associated with Robin in an advisory capacity.

Leaders of the British producer, exhibitor, and distributor associations met in London last week and submitted figures estimating their minimum annual requirements of revenue from Eady levy payments. No final agreement could be reached, but all factions agreed to meet again on Sept. 1 in an effort to iron out differences.

Israel

It was learned last week that this country has set a screen quota under which theatres offering programs of 90 minutes or longer must include a made-in-Israel newsreel and also show a minimum of four hours of other Israel-produced films weekly.

Mexico

In Mexico City, Cinex, the company recently organized by the government to distribute Mexican films abroad, purchased Azteca Films, S.A., it was announced last week by Eduardo Garduno, Cinex president, and head, Banco Nacional Cinematografico, S. A., a bank for the trade.

Azteca and Clasa Mohme serviced 450 American theatres with 104 Mexican films each year. The purchase price was \$1,600,000, payable in semi-annual installments over six years. The deal involves 1,200 films. It was revealed that Mexican producers get an annual gross income from distribution of Mexican films in the United States of \$480,000. Theatres playing Mexican films in the U. S. gross \$1,440,000 annually, with \$800,000 going to distribution, and \$480,000 going to making copies, freight, publicity, and other costs.

Spanish language films are getting added U. S. playing time with the increase in Puerto Rico population.

Walsh Reelected At IA Convention

CINCINNATI—The reelection of Richard F. Walsh as president, IATSE, by a vote of 798 to 408 for Roy M. Brewer, together with his entire slate after an intensive campaign highlighted the 42nd convention of the organization last week.

On the opening day of the convention, Walsh warned delegates to pay close attention to labor laws passed on the state level, which he described as being more vicious than federal legislation in many cases. The principal address was given by James L. McDevitt, national director, Labor's League for Political Education, who declared that all unions in Europe excepting those behind the Iron Curtain "enjoy more freedom in the field of collective bargaining" than ours.

Walsh delivered his progress report on the following day, with much attention devoted to TV, as he said more IATSE members were employed in TV production than those of any other union. With negotiations underway for new contracts for sound service engineers, Walsh expressed dissatisfaction with initial offers by RCA and Altec and pointed out that his office had granted 192 of 253 requests for strike action in the past two years. He also called for special attention to IA jurisdictional problems in Hollywood studios and film production abroad. Lester Isaac, Cinerama managing director, praised the work of union members handling the show in 13 cities.

Merle Chamberlain, chairman, Motion Picture Research Council projection committee, highlighted the third day by calling on projectionists to lead a campaign against worn-out and sub-standard equipment. A move to use voting machines in the election was defeated.

The fourth day featured an address by Tom O'Brien, Member of Parliament and British industry labor leader, who asked better understanding between the two industries and said he sought an agreement whereby TV films for America might be made in Britain to offset great unemployment in the British motion picture field.

Other officers elected were Harland Holmden, general secretary-treasurer; vice-presidents James J. Brennan, Carl Cooper, Harry J. Abbott, Orin M. Jacobson, Hugh J. Sedgwick, Albert S. Johnstone, William Donnelly, John A. Shuff, and Miss Louise Wright. Trustees are William C. Scanlan, R. E. Morris, and George W. Brayfield. AFL delegates are Thomas V. Green and James McNabb, and H. W. Lackey was chosen delegate to the conventions of the trade and labor congress of Canada.

Chicago Suits Settled

CHICAGO—An out-of-court settlement of 11 anti-trust actions brought by local theatres for aggregate damages of \$2,613,000 was announced last week by counsel for the plaintiffs. Terms of the settlements were not disclosed. Defendants were all of the major companies, Balaban and Katz, and Publix.

The theatres and damages asked were the Alex, \$191,000; Norwal, \$72,000; Savoy, \$230,000; Bell, \$260,000; Avenue, \$300,000; White Palace, \$300,000; California, \$300,000; Homan, \$360,000; Langley, \$122,000; Villard, \$214,000; and Du Page, \$264,000.



Tom O'Brien, Member of Parliament, second from right, recently exchanged a friendly handshake with Spyros P. Skouras, 20th-Fox president, at the Harvard Club, New York City, reception and luncheon given in his honor by the Motion Picture Export Association. At the left is Ralph Hetzel, vice-president, who was host. Arthur B. Krim, president, United Artists, right, joined with some 40 other industry executives and trade press editors in welcoming the distinguished visitor, who is also general secretary of the National Association of Theatrical and Kinematograph Employees of Great Britain, a labor group.

No Subsidies Abroad, Johnston Tells IMPDAA

NEW YORK—Eric A. Johnston, president, MPEA, told the Independent Motion Picture Distributors Association of America last week that, despite considerable pressure, the export association has no subsidy commitments abroad and plans none in future foreign negotiations. The independent distributors, headed by Arthur Mayer, had invited Johnston to speak on the controversial French film agreement which includes a \$350,000 payment to the French Government from the reserve maintained in France by American distributors.

The major concern of IMPDDA, however, appeared to be the subsidy situation which created IFE and its distribution subsidiary, IFE Releasing Corporation. It was pointed out that Johnston had been absent when the original Italian agreement was signed, and the MPEA head was critical of it. He added that the new Italian agreement killed the subsidy arrangement.

Johnston emphasized the importance of the foreign market, since only one out of 10 pictures recoup their costs in the United States, with the same situation also true of foreign industries. He admitted that he could not say to what use the French would put the \$350,000 payment, but opined that it would be put to advertising French films abroad. There were assurances, Johnston added, that it would not go toward the formation of a French version of IFE, and he pointed out that \$350,000 would hardly go far in such a venture.

Questioning by the indies led to a Johnston estimate that the original Italian subsidy arrangement had netted that country \$4,000,000 to \$4,500,000 in three years.

Mayer, Jules Levey, and Ephraim London, counsel, spoke for IMPDAA, charging that IFE had cut American distributors off from Italian product. Mayer said the indies' complaint to the Federal Trade Commission had been directed against IFE and not MPEA.

About People

NEW YORK—Ingrid L. Adolfsson, daughter of Mr. and Mrs. Gustav W. Adolfsson, Stockholm, Sweden, was married to Stephen E. Seadler, son of Mr. and Mrs. Silas Seadler, at the Hotel Pierre. The ceremony was performed by Judge Louis Kaplan. After a reception, the couple flew to Stockholm for a church ceremony and reception. The bride was graduated from Vasastadens Kommunala Flickskola in Stockholm, where her father is a Juror. Seadler was graduated from Columbia College and is a member of the Columbia University Club. Formerly with the legal division of the Atomic Energy Commission in Washington, he is an electronic engineer in New York. His father is advertising manager, MGM.

NEW YORK—William R. Latady, vice-president, Cinerama, Inc., was appointed last week to supervise equipment installations in foreign theatres where the new process will be shown by Robin International, the company which recently acquired foreign distribution rights. Latady has been in charge of Cinerama installations in American cities. Robin plans opening this year in London, Paris, Rome or Milan, Dusseldorf or Frankfurt, and Tokyo, with eight to 15 others scheduled for next year.

NEW YORK—MGM announced last week that Robert Lynch, Philadelphia district manager, had retired, effective on Sept. 1, after 37 years' service with the company. Nicholas M. Schenck, Loew's, Inc., president, and Charles Reagan, general sales manager, joined in wishing Lynch well and expressing regret that their long association was at an end.

NEW YORK—A boy, George Alexander, weighing seven pounds, 14 ounces, was born last week to Mr. and Mrs. Spyros S. Skouras, Jr., at the Lawrence Hospital, Bronxville, N. Y. Mrs. Skouras is the former Barbara Jane Feldman, Stamford, Conn. Skouras is president, Skouras Theatres Corporation.

TV And Movies Differ, COMPO Ad Reports

NEW YORK—The 24th in the series of COMPO ads appearing in Editor and Publisher stated last week that television, unlike motion pictures, was an ad medium.

The ad stated that "the purposes of movies and TV are far apart. Movies aim to please the public with entertainment the public pays to see. Television gives the public free entertainment to insure an audience for its advertising message."

The public, the ad concludes, has given ample proof that even if it has to pay money it will go to theatres to see good pictures. Secure in this knowledge, the ad says, the motion picture industry is now making better pictures than ever before and continuing to advertise these pictures in the newspapers, although the newspapers continue the practice of giving free space to video programs while charging a premium rate for film advertising.



Prior to the premiere of 20th-Fox's CinemaScope color spectacle, "The Egyptian," a showmanship campaign on a national scale was launched,

featuring two huge mobile exhibits containing costumes, jewelry, weapons, and other items from the film and manned by hostesses and leopards.



The exhibits were visited by huge crowds wherever the advance party visited, and seen here is a group of New Yorkers waiting to visit the gaily bannered truck which generated plenty of excitement for the film in advance of the gala premiere set for the Roxy on Aug. 24. The trucks visited 267 U. S. cities.

MOTION PICTURE
EXHIBITOR
FEATURE

Mobile Museum

WHEN Darryl F. Zanuck's first personal CinemaScope production, 20th-Fox's "The Egyptian," bows at the Roxy on Aug. 24, it will do so after one of the most extensive pre-release promotion campaigns in motion picture history.

Perhaps the most unique feature of the campaign was two mobile exhibits which toured 267 cities across the nation carrying costumes, jewelry, weapons, etc., from the film to the public. Advance men preceded these traveling museums setting up newspaper breaks and radio and TV interviews for the lovely starlets who acted as hostesses on tour. Bert Lytell, veteran stage and screen star, also aided "The Egyptian," embarking on a month long lecture tour of central and eastern states in advance of the film.



Hostess Evelyn Bunn takes a lion cub traveling with "The Egyptian" exhibit to the Franklin Zoo, Boston, to take a look at some of the bigger cats. The visit garnered plenty of newspaper space and attention for the film.



Mayor August F. Waltz greets hostess Theona Bryant and her pet cheetah at City Hall, Wilmington, Del., as the 20th-Fox "Egyptian" caravan visits that city on its nationwide tour which has proven an excellent promotion.



Miss Bryant and her cheetah are on hand to welcome the public to the trailer as it visits the New, Baltimore, well in advance of the premiere.



Miss Bunn is greeted on her arrival in Lansing, Mich., by Vern Sicotte, Lansing manager, Butterfield Theatres, Inc., and Mayor Ralph W. Grego.



Seen is an interior display of the traveling caravan, featuring a costume worn in the film by star Edmund Purdom and still photographs, as well as Egyptian weapons and shields. The campaign insured the company that the public would be ready and eager to see the film when it reached their cities.



Sam Diamond, center, Philadelphia 20th-Fox branch manager, and his staff welcome hostess Bryant to that city where the exhibit parked near the Fox.



Miss Bryant and her leopard also attracted plenty of attention in Washington, but not too many spectators seem anxious to get too close to the pair.

FOR THE **BIG** *Autumn*



**THE STORY OF THE CULLY GANG'S
LAST DESPERATE STAND!**

COLOR BY

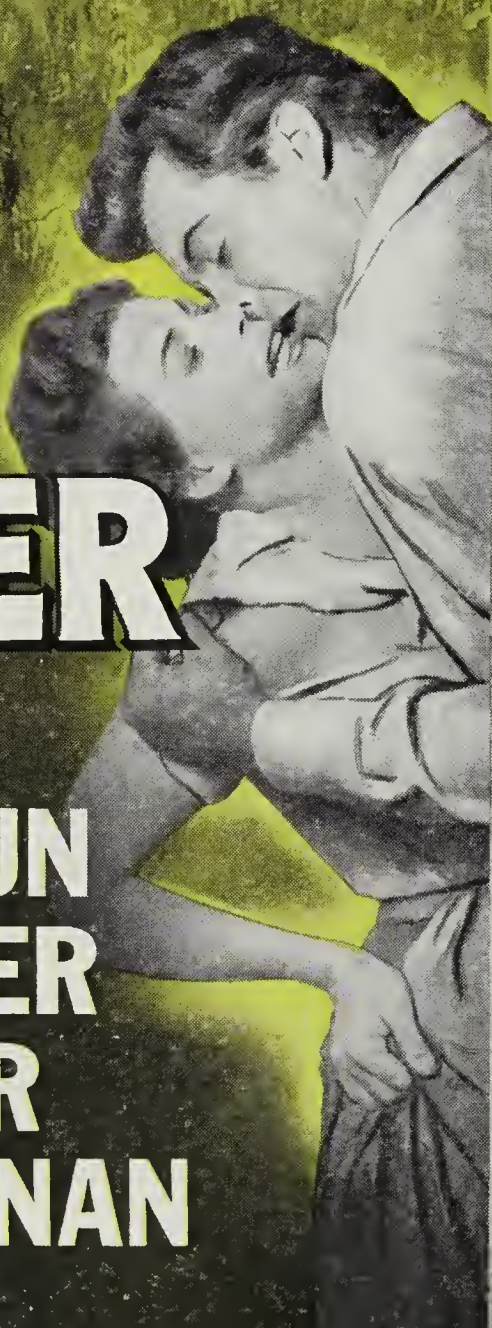
Technicolor



FOUR GUNS TO THE BORDER

starring

RORY CALHOUN
COLLEEN MILLER
GEORGE NADER
WALTER BRENNAN
NINA FOCH
JOHN MCINTIRE



**WHEREVER THERE'S MURDER
THERE'S A WOMAN LIKE
MARIANNA!**



Naked Alibi

starring

**STERLING
HAYDEN**
**GLORIA
GRAHAME**

co-starring

GENE BARRY
MARCIA HENDERSON



Box-Office HARVEST

from **UNIVERSAL!**

THE STORY OF THE WHITE HUNTER WHO SMASHED THE RULE OF THE IVORY PIRATES!



REALING STUDIOS PRESENT

WEST OF ANZIBAR

COLOR BY

Technicolor

FILMED IN AFRICA



starring

ANTHONY **STEEL** • SHEILA **SIM**

THAT "MA KETTLE" GAL'S GOT A BRAND NEW FELLA!



"RICOCHET ROMANCE"



starring

MARJORIE **MAIN**

CHILL **WILLS**

ALFONSO **BEDOYA**

PEDRO GONZALES **GONZALES**

RUDY **VALLEE**





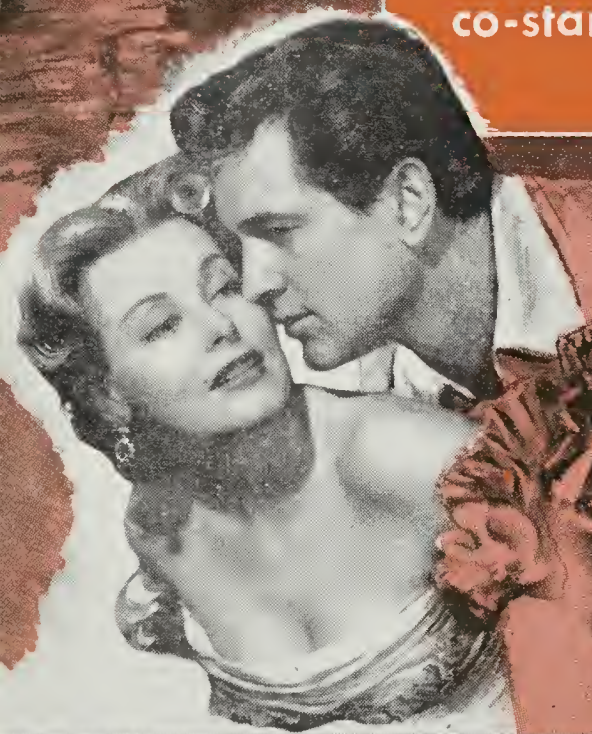
BENGAL BRIGADE

starring

ROCK HUDSON · ARLENE DAHL

Sensational Star of "Magnificent Obsession"!

co-starring **URSULA THIESS** with Torin Thatcher · Arnold Moss



COLOR BY *Technicolor*

2 COLOR DOUBLE TRUCK ADS

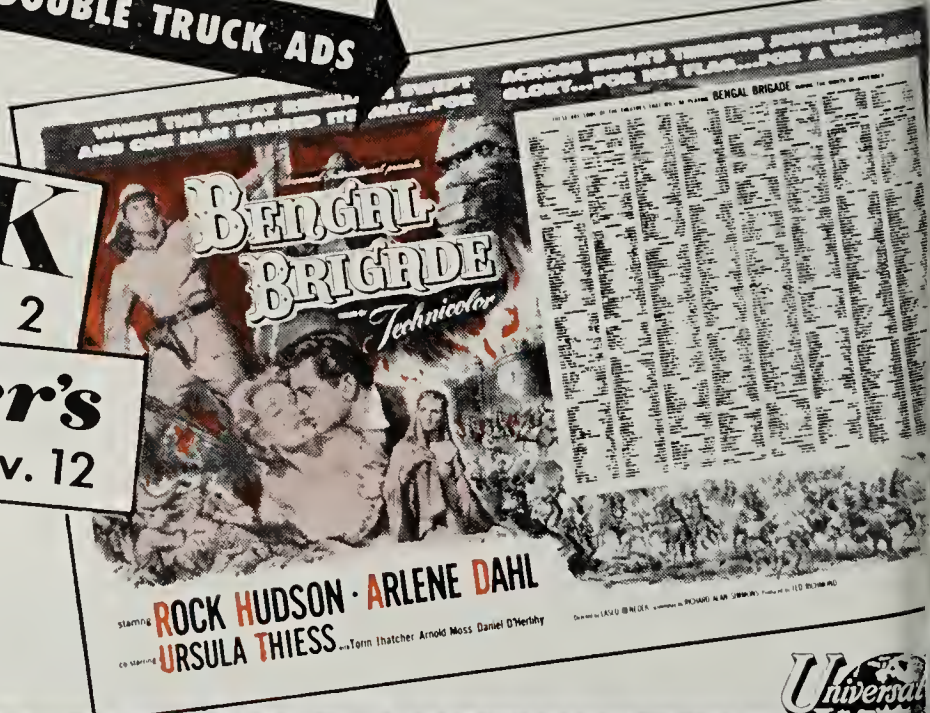
**ALL KEY CITY
PLAYDATES DURING
THE MONTH OF
NOVEMBER FOR
"BENGAL BRIGADE"**

will be listed in

**2 GREAT NATIONAL MAGAZINES
...a readership of 30,000,000!**

LOOK
Issue of Nov. 2

Collier's
Issue of Nov. 12



Lichtman Urges Care In C'Scope Projection

NEW YORK—The correct theatre presentation of CinemaScope films, and the efforts the 20th Century-Fox sales organization must play in the advancement of the new medium were underscored by distribution director Al Lichtman at the close of an important two-day sales meeting in New York last fortnight.

Emphasizing the need for creative merchandising in the coming period, the sales head stated that everyone in the industry has a full responsibility in maintaining the huge gains effected in the past year by the introduction of CinemaScope.

Audiences must be given the best possible shows under the best possible conditions, he stressed. In this behalf every effort must be expanded to enhance CinemaScope by its exhibition in theatres having proper screens, lenses, and sound equipment. Constant vigilance, he cautioned, must be maintained to insure that the name CinemaScope remain the hallmark of motion picture entertainment.

Lichtman declared that as of the end of July, 6,643 theatres in the United States and Canada were equipped for CinemaScope projection, and predicted that the figure would jump to 10,000 by the end of the year.

Of the theatres currently equipped, he stated, 3,293 were utilizing four-track magnetic stereophonic sound; 368 were playing CinemaScope pictures with sound mixers; 128 were equipped for one-track magnetic sound; and 2,854 were equipped with single-track optical sound.

Coast Suit Dismissed

HOLLYWOOD—Federal Judge Ben Harrison last week dismissed the minority stockholder suit brought by Eli and Marion Castleman against RKO, Howard Hughes, chief RKO stockholder, and others connected with the corporation. Judge Harrison pointed out in his ruling that parallel suits are presently being tried in Nevada and New Jersey.

Orrs Join Stork Club

HOLLYWOOD—Mr. and Mrs. William Orr became the parents of a son born at St. John's Hospital, Santa Monica, last fortnight. The baby, not yet named, weighed eight pounds, 11 ounces. Mrs. Orr is the daughter of Mrs. Jack L. Warner. Orr is an executive at Warners' studio.

This Was The Week When

Morey Goldstein, Allied Artists' vice-president, announced that a New York sales meeting had been set for Aug. 20 to discuss plans for "The Human Jungle" and other forthcoming releases. . . . U-I set "High And Dry" as the final title for the J. Arthur Rank film formerly called "Tale Of A Tub." . . . "Welcome The Queen," the only record of the recent royal Commonwealth tour filmed in Technicolor, had its American premiere at the Exeter Street Playhouse, Boston. . . . United Cerebral Palsy, headed by Leonard Goldenson, American Broadcasting-Paramount Theatres president, marked its fifth anniversary.

Arlan Pictures' French-made "Companions Of The Night," featuring Françoise Arnoul and Bing Crosby's two discoveries from "Little Boy Lost," Nicole Maurey and Christian Fourcade, premiered at the Los Angeles Four Star. . . . Jerry Pickman, Paramount vice-president in charge of advertising, publicity, and exploitation, discussed merchandising of new films with Y. Frank Freeman, studio vice-president, and Don Hartman, production head. . . . UA acquired distribution rights to the forthcoming Ezzard Charles-Rocky Marciano heavyweight championship rematch. . . . "Little Toot," fifth in RKO's series of Walt Disney Technicolor Marquee Musicals, went into national release. . . . "White Christmas," Paramount's first feature in VistaVision, was set for a fall world premiere at Radio City Music Hall, New York. . . . Paramount announced that 14 of its 1954-55 season short subjects would be released to help launch "A. W. Schwalberg Anniversary Week," the start of the company's 40th anniversary sales drive.

Warner Adds To Stock

WASHINGTON—The Securities and Exchange Commission reported last fortnight the June purchase by Jack L. Warner of another 2,800 shares of Warner Brothers common, bringing his personal holdings to 277,699 shares, plus another 13,400 shares held in a trust.

Other transactions had Major Albert Warner adding to his Warner holdings by buying 500 shares on his own account and 4,000 shares for a trust in which he is a beneficiary. These purchases gave him a total of 160,000 shares personally and 24,000 shares via the trust.

Sol A. Schwartz, RKO Theatres president, doubled his common stock holdings during July when he acquired 5,000 shares.

George D. Burrows, executive vice-president, Allied Artists, added to his holdings in the company by buying 3,700 shares of common, which increased his holdings to 4,236.

New McCarthy Firm

NEW YORK—John G. McCarthy formerly vice-president in charge of international affairs, Motion Picture Association of America and Motion Picture Export Association, last week announced the formation of International Affiliates, to be active in the international field with emphasis on motion pictures.

Grainger, Raftery Win Shea Suit

NEW YORK—Edmond C. Grainger and Edward C. Raftery, defendants in the Shea estate case, were awarded \$60,000 in commissions last week by Bronx Surrogate Court Justice Christopher McGrath.

Raftery and Grainger have also applied for a counsel fee of \$200,000, under advisement by Justice McGrath, who previously awarded them costs amounting to \$40,000. Maurice H. Shea, who died in 1940, named Grainger and Raftery as trustees of his estate for 10 years. In 1951, the Shea heirs charged the two administrators with mismanagement and fraud.

Justice McGrath stated in his decision involving the \$3,000,000 Shea Enterprises, Inc., that the estate was handled with fidelity, with no trace of fraud present. The decision capped two and one-half years of litigation.

Attorneys were O'Brien, Driscoll, and Raftery, for Raftery; Dillon and O'Brien, for Grainger; and Lawrence R. Condon, for the Shea heirs. Driscoll has asked \$185,000 in counsel fees and O'Brien seeks \$175,000, based on the more than two years' work involved. Justice McGrath's decision states that attorney's compensation will be determined after all affidavits connected with the case are submitted.



Seen at the recent 20th-Fox sales meeting on "The Egyptian" in New York City were, left to right, Spyros P. Skouras, president; W. C. Gehring, executive assistant general sales manager; General James A. Van Fleet;

Alex Harrison, western sales manager; Glenn Norris, eastern sales manager; Arthur Silverstone, assistant general sales manager; Gehring; and Al Lichtman, director of distribution. Promotion policies were discussed.



KING - SIZE

WARNER BROS.
PRESENT

KING RICHARD

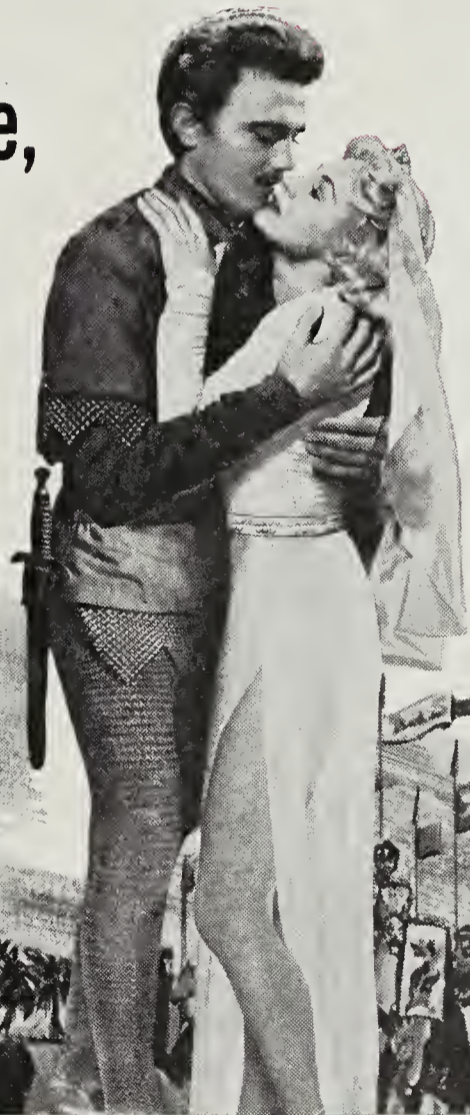
CINEMASCOPE
WARNERCOLOR
STEREOPHONIC SOUND

FROM SIR WALTER
SCOTT
STARRING REX
HARRISON • MA
VIRGINIA



ESMA SH!

The Lion-Heart delivers a hefty boxoffice wallop! Washington socko! Providence socko! Kansas City socko! Rochester socko! Memphis socko! Baltimore, Columbus, Buffalo socko! And the story's the same across the nation!



AND THE CRUSAIDERS

OTT'S 'THE TALISMAN'

A GEORGE LAURENCE
O • SANDERS • HARVEY

WITH ROBERT DOUGLAS
SCREEN PLAY BY JOHN TWIST
MUSIC BY MAX STEINER
PRODUCED BY
HENRY BLANKE
DIRECTED BY DAVID BUTLER



Miscellaneous

In The Newsreels

IN ALL FIVE:

Corbell, Canada: Emilie's death separates Dionne quintts. Vancouver, B. C.: "Mile of the century."

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 66) Hawthorne, Cal.: Scorpions reveal fire power. Indianapolis: A.A.U. swim meet. Seattle: Speedboat gold cup classic.

NEWS OF THE DAY (Vol. XXV, No. 300) Indo-China: Mass flight of refugees from Hanoi. Formosa: Free China forces in maneuvers. Hawthorne, Cal.: Scorpions reveal fire power. Seattle: Speedboat gold cup classic.

PARAMOUNT NEWS (No. 103) See "In All Five."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 594) Indo-China: Mass flight of refugees from Hanoi. Burbank, Cal.: "Pogo stick" plane flies. Winnemucca, Nev.: Kid circus train special. Seattle: Speedboat gold cup classic. New York: Willie Mays honored.

WARNER PATHE NEWS (Vol. 26, No. 1) Independence, Mo.: South Korean President Rhee visits Truman. Washington: McCarthy censure underway. Quantico, Va.: 'Copter can carry its hangar. Japan: Hiroshima nine years after the A-blast. Indianapolis: A.A.U. swim meet.

IN ALL FIVE:

Preston City, Conn.: Airliner crash.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 65) Argentina: U. S. students meet President Peron. Carthage: French Premier confers with Bey of Tunis. Malaya: British harass Reds (except Los Angeles and San Francisco). Japan: Giant Mitsubishi aviation plant back on job. Riverhead, N. Y.: Navy unveils new needle-nose jet. Cypress Gardens, Fla.: Water skiers train for championships. Italy: Egyptian takes Capri-Naples swim. Goshen, N. Y.: "Newport Dream" wins Hambletonian. Beverly Hills, Cal.: Governor Knight weds Mrs. Carlson (only Los Angeles and San Francisco).

NEWS OF THE DAY (Vol. XXV, No. 299) Guatemala: Anti-Red rally. Washington, D.C.: "Girls Nation" members at the White House, Beverly Hills, Cal.: Governor Knight weds Mrs. Carlson. Stockton, Cal.: Herbert Hoover has school named for him. Independence, Mo.: Harry Truman votes. Moffett Field, Cal.: "Pogo stick" plane flies. Riverhead, N. Y.: Navy unveils new needle-nose jet. New York: Marciano and Charles sign for return bout. Florida: Boys put flying saucers to work in aqua skiing.

PARAMOUNT NEWS (No. 102) Wantagh, N. Y.: Jet fighter crashes in street. Beverly Hills, Cal.: Governor Knight weds Mrs. Carlson. New York: South Korean President Rhee speaks at dinner of American-Korean Foundation. France: Tour de France bike classic. Italy: Egyptian takes Capri-Naples swim. Germany: Grand Prix auto race.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 593) Moffett Field, Cal.: "Pogo stick" plane flies. Wantagh, N. Y.: Jet fighter crashes in street. Holland: Nazi blockhouse blown up. Washington, D. C.: "Girls' Nation" members at White House. Los Angeles: Kid King and Queen. Ft.



Chief Boy Scout executive Arthur A. Schuck and Michael Freedman, president, Comprehensive Service, seated, left and right, are shown approving the exploitation campaign recently submitted by Exploitation Productions, Incorporated, for the color feature, "Jamboree." Jack H. Harris, center, vice-president-general sales manager, EPI, and Louis W. Kellman, right, EPI president, watch.

New York House Sues

NEW YORK—An anti-trust suit was filed in Federal Court last week by Royster Drive-In Theatres against the major distributors and AB-PT. Damages of \$150,000 are sought. Royster claims that it was forced to close its Peekskill, Peekskill, N. Y., on Oct. 11, 1952, because it could not get suitable product on reasonable terms for the house; and that due to the alleged conspiracy it could not compete with the Paramount, Peekskill, N. Y., operated by a subsidiary of AB-PT.

Ornstein Stories Cited

NEW YORK—When the new "Best American Short Stories" for 1954 is published on Sept. 17, Bill Ornstein, MGM trade press contact, will have three stories cited in the "Distinctive" section. Two of the three citations in the Martha Foley anthology are included in the author's "Deep Currents."

The new duo makes a total of 10 stories in "Deep Currents" cited in "Best American Short Stories" since 1951.

Lewis, Wash.: 44th Division honors Audie Murphy. Goshen, N. Y.: "Newport Dream" wins Hambletonian. Westport, Wash.: Salmon derby.

WARNER PATHE NEWS (Vol. 25, No. 104) Wantagh, N. Y.: Jet fighter crashes in street. Moffett Field, Cal.: "Pogo stick" plane flies. Carthage: French Premier confers with Bey of Tunis. Washington, D. C.: A refugee family meets the President. Beverly Hills, Cal.: Governor Knight weds Mrs. Carlson. New York: Kids cool off in imported snow. New York: Marciano and Charles sign for return bout. Cornwall, England: A seal in real distress. Cowes, England: New way of bounding o'er waves. Germany: Grand Prix auto race.

NATIONAL LEGION OF DECENCY

Aug. 12, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Living It Up" (Paramount); "The Raid" (20th-Fox); UNOBJECTIONABLE FOR ADULTS: "Betrayed" (MGM); "Broken Lance" (20th-Fox); "Bullet Is Waiting" (Columbia); "Rear Window" (Paramount); "The Weak And The Wicked" (Allied Artists); OBJECTIONABLE IN PART FOR ALL: "Human Desire" (Columbia); "Naked Alibi" (U-I).

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

MGM

"Brigadoon"—Entertaining musical fantasy.

Drive-In Company Files \$650,000 Suit

BILOXI, MISS.—A \$650,000 suit was filed in Federal Court by Beach Drive-In Theatre Corporation under the Sherman Anti-Trust Act, to recover claimed damages to business and property growing out of alleged violations of the act by 15 film companies and Ed Ortte, doing business as the Legion, Gulfport, Miss.

The suit claims that as a result of an unlawful scheme, conspiracy, and attempts to monopolize, the defendants have violated the rights of the public to free choice of theatres in which to view first-run motion pictures, and have forced that portion of the public that is unable to view motion pictures except in drive-ins to wait unduly to view pictures within a reasonable time of their release. It also alleges that as a result of the actions of the defendants, as set forth in the suit, the defendants have been unjustly enriched at the expense of the plaintiff. Consequently an implied contract has arisen whereby defendants are obligated for the sum asked.

It further sets out that if the court should find the plaintiff is not entitled to recover on the basis of implied contract then the plaintiff is entitled to recovery on a basis other than implied contract.

The defendants are Paramount Pictures, Inc., Paramount Film Distributing Corporation, Paramount Gulf Theatres, Inc., Loew's, Inc., Marcus Loew's Booking Agency, RKO Radio Pictures, RKO Radio Distributing Company, Warners, Warner Brothers Distributing Corporation, 20th Century-Fox, Columbia Pictures, Columbia Pictures of Louisiana, Inc., Universal Film Exchange, Inc., United Artists, and Ed Ortte, who manages and controls the Legion.

The suit sets forth that the defendants, who are engaged in either the production or distribution branches of the motion picture industry, or both, have entered into contracts, agreements, implied or expressed, and engaged in a course of conduct whereby priority and preferences have been given to Paramount Gulf Theatres, Inc., owner, Paramount, Gulfport, Miss., and the Saenger, Biloxi, and Ortte, Legion, Gulfport, whereby trade and commerce are being stifled. It also states that an attempt is being made to eliminate competition, particularly the plaintiff's competition, and an effort is being made to monopolize the motion picture industry in the area of Biloxi and Gulfport. Counsel for the plaintiff has requested trial by jury.

Reade Offices Move

NEW YORK—Walter Reade Theatres last week announced the removal of its offices from New York to New Jersey. The new offices will be located at Mayfair House, Deal Road, Oakhurst, N. J.

THE **Broken** RECORDS CONTINUE!

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1954 AUG 15

FX-1201

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THRILLED TO SEND OFF ANOTHER TREMENDOUS BOX OFFICE
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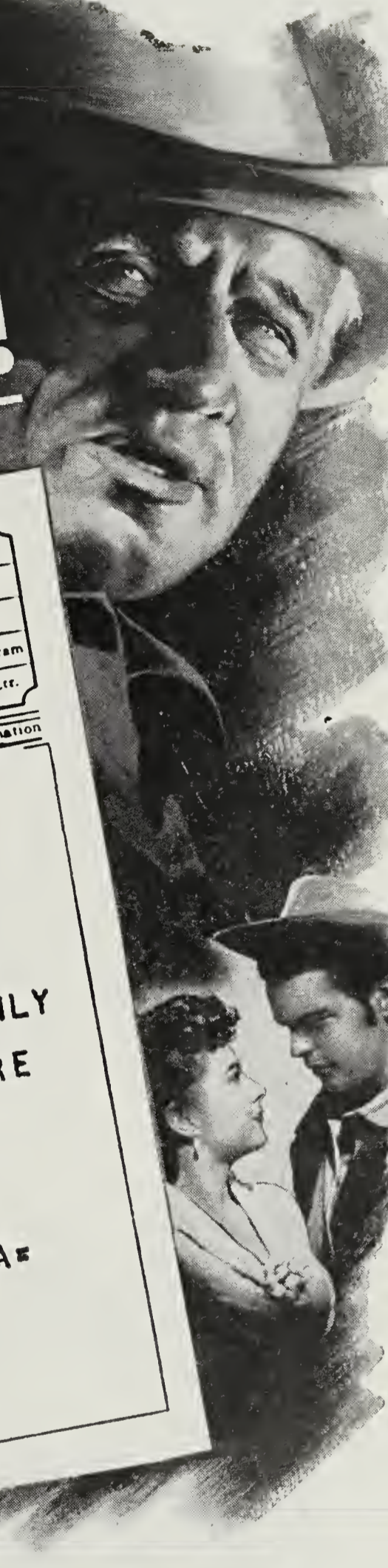
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Color by DE LUXE LABS

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with Hugh O'Brian • Eduard Franz • Produced by SOL C. SIEGEL • Directed by EDWARD DMYTRYK • Screen play by RICHARD MURPHY



Konecuff

(Continued from page 6)

AMBASSADOR DEPARTMENT: Actor William Holden arrived in town last week for a brief stopover before proceeding to the coast following a several month trip around the world as Paramount's "Ambassador-At-Large" on behalf of VistaVision, the company's now photographic process.

He reported that exhibitors were impressed with the VistaVision demonstrations and were anxious for more information as well as actual films photographed by the VV cameras. He reported exhibitors were willing to spend money on large size screens but were reluctant to do so on anamorphic lenses.

He received word while in the Far East that the Army Motion Picture Service was appropriating \$1,500,000 to equip 48 regular theatres and hundreds of 16mm. installations with wide-screens so that they could show VV. He said that 16mm. projectors through increasing the amperage can project a large picture on the screen and thus can use a VV print effectively. Actually, he admitted, any theatre that has a wide-angle lens and a large screen can show VV.

Holden reported that the Japanese wanted to start producing VV cameras in the very near future, so impressed were they with the photographic results. He said exhibitors abroad felt that the new processes were necessary and helpful, and if a picture is good, then a good process makes it that much better. They felt it was necessary to renew the enthusiasm of the movie-going public and that diminishing boxoffice returns were blamed on bad stories and poor production.

The actor felt that the final judgment on any medium has yet to come and all have contributed to renewed interest on the part of the public, but he does think that eventually there will be standardization productionwise, and he felt that maybe exhibs can't afford to equip theatres with variable anamorphic lenses.

He opined that if he were making films, he would make them primarily for audiences in the thirteen major cities in the country and for the next 31 cities in size, with the remainder of the situations not

important because expenses in serving them don't warrant making pictures specifically for small situations. Holden thought that if you made pictures that appealed to the intelligence of the American people, then they would be successful.

His contract with Paramount has twelve years to run and he is of the opinion that actors, producers, writers, and directors should participate in turning out films as well as in the profits as this would insure the best in everybody being used up and down the line. His next for Paramount will be "The Magnificent Bastards" and will be produced by Perlberg and Seaton with production starting in May or June. Meantime, he has the right to do one outside production per year and he has formed Toluca Productions for that purpose. He has two scripts completed and whether one will be shot on the Paramount lot depends on the overhead costs involved, although it would probably be released through Paramount.

He was asked whether an exhibitor would have something to sell if he has VV films, and Holden answered in the affirmative—showmanshipwise. He was also asked whether the public would know the difference between a VV film or any other wide-screen presentation and this time he answered in the negative, which he claimed was just as well for if they were aware of the process then it wouldn't be much good since it would detract from the subject matter on the screen.

THE METROPOLITAN SCENE: RKO's "Susan Slept Here" has been selected by New York Subways as Picture of the Month for August for all to see as they travel underground. . . . Italian film star Gina Lollobrigida graced the cover of last week's Time magazine in addition to which the Cinema section is devoted to her and other stars of the Italian film industry, with the rapid growth of the industry traced. . . . Walt Disney's True Life Adventure, "The Vanishing Prairie," received appropriate space in the New York Times magazine section, as did the nature series in general which should be of help. Incidentally, the banning of the film by the New York Censor Board because of a two-minute sequence showing the birth of a buffalo strikes us as a little nonsensical. Maybe the board doesn't

Anti-Tax Campaign Widens In Scope

NEW YORK—Attorneys representing theatres battling the city tax took steps last week to include all city theatres in the recent tax injunction order and asked for a meeting with Assistant Corporation Counsel Stanley Buchsbaum to work out procedure.

The city was requested by exhibitors to state that during the time the case is pending, it will make no attempt to collect tax "breakage" which would raise the levy to above the five per cent limit imposed under the state enabling legislation. Film attorneys said it was evident that unless such an arrangement is made, all the theatres not now covered by the injunction order, which applies only to those five Queen houses that originally brought the action, would intervene as additional plaintiffs. It was emphasized that this would mean tremendous amounts of paperwork for the city.

Since the injunction was issued, the city has appealed it. Action on the appeal and trial of the original suit, however, will not take place until September. Exhibitor attorneys were preparing a cross appeal against the city's appeal, but that, too, will not be decided until next month.

want the public to know how buffalo are born (see below). . . . Those tours on behalf of "The Egyptian" by the special exhibit-trucks are garnering plenty of space as per the clippings we have seen to date. Lots of foto coverage, too. . . . IFE is mailing out a special two-color, 20-page brochure to exhibitors the country over giving them glimpses of product to come with pretty gals helping in the selling. . . . Disney reminding newsmen about his latest "The Vanishing Prairie" via a limited edition of colorful scenes from the high rating documentary. . . . The entire Walter Reade organization is moving to new quarters on a palatial estate at Deal, N. J., with much of the personnel re-locating their homes to that state. . . . Blake McVeigh, veteran publicist and exploitation expert, has been assigned to handle the week-long program of events preceding the world premiere of UA's first CinemaScope feature, "Sitting Bull," in Rapid City, S. D. . . . John Springer, RKO publicist and his wife, singer Monica Lane, had a seven-pound, 13-ounce boy named Gary John, recently. . . . Okeh pressbook is out on "Broken Lance." . . . Since the above was written, we have been advised that the New York Censor Board has reversed itself and has agreed to permit the showing of "The Vanishing Prairie" exactly as is, including the birth of the buffalo. Whereupon, Walt Disney commented, "I am gratified that the New York State Censor Board has seen fit to approve the sequence showing the birth of the buffalo calf in our film. The decision of the board concurs with that reached by representatives of national organizations including leading religious groups who have unanimously given the film a family rating. Several large preview audiences and many reviewers also have approved the scene. It is presented as part of the life cycle in the animal kingdom and is not dwelt upon unnaturally or sensationally."



Among those at the recent regional meeting of the United Theatre Owners of Illinois at the Faust Hotel, Rockford, Ill., were, front row, Jim Lamb, Mount Morris; August Marchesi, Amboy; Fred LeKander, Genoa; James Marchesi, Amboy; John Koletis, Rock Island; George Kerasotes, Springfield; Oscar Granquist, Rockford; Ralph Byler, Rockford; George Gaughan, Memphis; and Dave Jones, Springfield; and, back row, Don Johnson, Byron; William Keller, Sycamore; Russell Lamb, Oregon; Mrs. Fred Good, Lanark; Good; Tyler Bastian, Stockton; Emil Carpentier, East Moline; O. H. Bastian, Stockton; G. Carpentier, East Moline; Robert Danico, Rock Island; Hans M. Balle, Peconic; Earl W. Trotter, Rockford; Clyde R. Sheppard, Ashton; Howard H. Lindroth, Rockford; Albert Johnson, Loves Park; Bill House, Rockford, and Ben Kwitek, Rockford. The policies of Walter Reade, Jr., TOA president, were endorsed.

OUR COMPLIMENTS, MR. H. - -

You were so right!

IN TWO SECTIONS—SECTION ONE
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A REVIEWING SERVICE FREE FROM THE INFLUENCE OF
 Vol. XXIX SATURDAY

"Duel in the Sun" with Jennifer Jones, Gregory Peck, Joseph Cotten and Lionel Barrymore
 (Selznick Rel. Orgn., no release date set; time, 135 min.)
 A review of a picture of this magnitude hardly serves any purpose, for no matter what faults a trade-paper reviewer may find in the story no picture-patron will be dissuaded from seeing it; with such stars as Gregory Peck and Jennifer Jones, and with two million dollars set aside for its exploita-

tion and advertising, "Duel in the Sun" becomes a "must" picture, and no exhibitor can afford to pass it up.
 The picture is a "glorified" Western, produced on an immense scale. Its theme is violent love-making, with tragic

consequences. There are powerfully dramatic situations interspersed throughout, the most powerful situation being that in the end, where Jennifer Jones sets out to find and kill Peck, a hunted murderer, so that he might not have an opportunity to kill his brother. The production is a spectacle. The scenes that show the gathering of the Lionel Barrymore clan for the purpose of stopping the railroad people from laying rails on his property are highly spectacular. Riders on horses converge from all directions, gathering into one spot. Some of the photographic shots are extremely effective; they make the picture look immense.

The story is male adult fare—it is doubtful if young women will relish the sight of a woman shooting a man who is infatuated with her. The role of

...AND STILL ARE!

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DUEL
 in the **SUN**
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is AGAIN
 Going like THE WIND!



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Children and their parents from all sections of the Province of Ontario are seen, left, waiting to enter the Canadian National Exposition Grounds, Toronto, for the "Pinocchio Outdoor Show," part of an extensive three-week campaign for the RKO release. Admittance to the show was free through the cooperation of The Toronto Telegram, and Loblaw's, Canada's

largest grocery chain. In the center, "Pinocchio" makes his grand entrance at the show. He sang songs from the Disney feature and led the assembled children and their parents in group singing. On the right are part of the 30,000 children and their parents watching a stock-car race, one of the highlights of the show, which climaxed the promotion in 10 Toronto Theatres.

Record, Window Tieups Set For "Egyptian"

NEW YORK—Cued by the outstanding success of "The Robe" soundtrack album, Decca Records will shortly issue a special long-playing album of theme music from 20th-Fox's "The Egyptian," Darryl F. Zanuck's first personal production in CinemaScope.

The package, to be released within the next few weeks, will feature the noted composer-conductor Alfred Newman leading the 20th-Fox Symphony Orchestra. Newman, who penned the score for the lavishly-mounted film in collaboration with Bernard Herrmann, also composed the music for the initial CinemaScope production.

To be released as a 10-inch disc, the album will be decorated with film-crediting art and copy on its front and back covers, and will be awarded a large-scale merchandising and promotional campaign by Decca in connection with the late August debut of the picture.

Special letters to disk jockeys and dealer outlets coast-to-coast will springboard the promotion blueprinted to exceed the drive introducing "The Robe" theme set. Material for window and counter displays, package stuffers and streamers will be prepared, and tie-up campaigns on the local level between dealers and exhibitors will be stressed.

Also being alerted in the promotional campaign will be juke box operators and music and record publications; while newspaper advertisements will further call full attention to the important new record release.

Meanwhile, the initial segment of a

Book Tieup For "Crusoe"

NEW YORK—A national co-op promotion that will drumbeat United Artists' "Adventures Of Robinson Crusoe" in more than 10,000 drugstores and newsstands throughout the country has been set with Gilbertson and Company, publishers of comic story books, it was announced last week by Francis M. Winikus, national director, advertising, publicity, and exploitation.

Gilbertson, with the cooperation of the Curtis Distributing Company, will spot displays of the 15-cent "Robinson Crusoe" Illustrated Classics edition at key sales locations in every exchange area of the country. The promotions, timed to coincide with local engagements, will feature scene stills from the UA release and prominent playdate announcements.

Esquire Plugs UA Film

NEW YORK—A two-page story and picture layout featuring Dawn Addams will plug United Artists' "Return To Treasure Island" in the September issue of Esquire magazine. The color photo of Miss Addams is reproduced on a fold-gate panel, which spreads out to almost twice standard-page size.

Hanna Ballys "Contessa"

LOS ANGELES—United Artists announced last week that David Hanna, publicity representative, Figaro Productions, will make a 30-city tour on behalf of "The Barefoot Contessa," Humphrey Bogart and Ava Gardner starrer. He headed the film's publicity operations in Italy throughout location filming, and will visit newspapers, radio and TV stations.

record total of 54 window displays in New York got underway with the unveiling of eight film-themed windows at Bonwit Teller's Fifth Avenue store.

The Bonwit windows tee off one of the strongest fashion and merchandising campaigns ever linked to the release of a motion picture with a host of top specialty shops, book stores, airlines, travel agencies, florists, and jewelers in mid-Manhattan participating.

Indian Beauty Set For "Sitting Bull"

RAPID CITY, S. D.—Miss Indian America, 23-year-old Mary Louise Defender, will be queen of the ceremonies attending the world premiere here of "Sitting Bull," W. R. Frank's CinemaScope color spectacle starring Dale Robertson, Mary Murphy and J. Carrol Naish.

The young Indian beauty, who was chosen at the All-American Indians Days celebration in Sheridan, Wyo., will officiate at the "Sitting Bull" opening at the Elks and will serve as hostess to Miss Murphy, Robertson, and Naish, who are flying from Hollywood to take part in the gala premiere of the United Artists release.

Miss Defender, a Sioux from Fort Yates, N. D., was chosen from among participants representing 41 tribes at the Sheridan event. She was crowned Miss Indian America and will be a guest at the Miss America beauty contest in Atlantic City, N. J., next month.

The "Sitting Bull" ceremonies will highlight the four-day Range Days celebration which will bring more than 100,000 tourists to this city.



A professional wrestler garbed as Robinson Crusoe and his man Friday recently spent four days on a raft in the Chicago River garnering plenty of publicity for the Windy City opening of UA's "Adventures of Robinson Crusoe."

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Arnold Farber, Editor



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Shown is an installation for the Sidney Lust Hillside Drive-In, Hillside, Maryland, made by Whiteway Neon Sign Co., New York, N. Y., and another for the B & K Roosevelt, Chicago, made by White Way Electric Sign Co., Chicago.

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LAYING IT

On The Line

Uses, Needs, And Buys

Although the hot sun is trying to hide the fact, the calendar eloquently tells of the approach of another Fall. For the theatre operator this means the time to get his operation in perfect working order. It is the time to make repairs, additions, replace obsolete equipment, and, in general, get ready for an exciting new season.

In order to help the exhibitor in his task of locating the right person for what is needed, we have devoted a large section of this issue to our annual Fall Market Guide, in which will be found the names and addresses of hundreds of concerns manned and equipped to furnish the product or service required. A close inspection of these pages will not only tell you where to get a certain product, but the listing might also remind you of something that should be added to your theatre, but has slipped your mind.

It has been said that a picture is worth a thousand words. Well, if this is true, then actually seeing something should be worth a thousand pictures. Last month we reminded you of the forthcoming convention-trade show to be held in Chicago Oct. 31-Nov. 4. We would like to turn the rest of this space over to Roy Boomer, secretary of the Theatre Equipment and Supply Manufacturers' Assoc., and after you read his remarks we think you will know why we urge every exhibitor to make plans to attend this show.

"It isn't a question of trying to see how many booths can be sold, or how many attend the banquet, or who entertains you, that makes a great trade show and convention. It is the variety of items shown, the instructive meetings, the open forums, which make a great trade show and convention. I have exerted every effort to solicit firms who will exhibit practically everything a theatre uses, needs, and buys.

"Marquees, poster cases, ticket machines, hold-out posts and ropes, are usually in the front of the theatre so I concentrate on these firms first. I then solicit firms who make booth equipment, projectors, sound systems, arc lamps, rectifiers, generators, rewinds, lenses, film vaults, and the many other items found in the booth. Then I contact manufacturers of chairs, carpets, fixtures, draperies, stage equipment, screens, etc.

"I also solicit the manufacturers who furnish drive-in theatre equipment, not forgetting playground equipment, concession stands, etc. This includes the various manufacturers of soft drinks and dispensers, candy, and refreshments.

"There will be approximately 200 booths to accommodate this wide variety of displays. Add to this the various forums, business sessions, and social functions, and you have the reason why every theatre owner in the United State and Canada should attend."

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CITY AND STATE

International Report



By Dr. John G. Frayne
Engineering Mgr., Westrex Corp.

THE author had the rare opportunity on a recent round-the-world trip, of visiting a great number of theatres scattered throughout the major cities of the world, representing diverse races, languages, and cultures, and under a wide range of climatic conditions.

One common denominator was the universal interest in American motion pictures an interest which exceeds, by far, that shown for pictures produced by any other country. It was a matter of intense pride to see the marquees of theatres in the most remote places emblazoned with the titles of our pictures and the names of our stars.

An American engineer on a tour of this nature might be surprised by the wide dissemination of technical information about current and proposed film projection techniques, and the high educational level of responsible officials in theatre supply companies, service organizations, and theatre chains. Highly efficient theatre service organizations, staffed with competent local engineers equipped with modern test equipment, are found everywhere. Conversation with these people is just like that with their counterparts here. In effect, the technical groups in every country visited are wide awake and are completely up-to-date in their knowledge of the new equipment and techniques in the motion picture industry. They are also very progressive in the design of new theatres, being somewhat ahead in this respect of their American colleagues. As an example, one new theatre in Manila employs acoustic design found here only in the United Nations Assembly Hall, and in Dublin we found the first theatre built specifically for CinemaScope screen and sound. Another interesting feature of most foreign houses, is the incorporation of snack bars and tea-rooms in the theatre

building. This seems to attract customers and make the theatres a social, as well as an amusement center.

HAWAII

The Waikiki Theatre is one of the most beautiful motion picture theatres in the world, located in the exotic Waikiki district of Honolulu, T.H. The forecourt of this theatre is in a tropical garden with a pool and fountain in the center; the pool is stocked with tropical fish, the fountain has a bank of multi-colored lights for use at night.

The auditorium is 150 feet long, seating

PHYSICAL THEATRE

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August 18, 1954

1330. The perimeter of the seating area is outlined with a great variety of tropical plants and trees of smaller species. The ceiling is domed and treated with a type of acoustical plaster with a dark blue pigment mixed into it, and slow-moving clouds and stars are projected on this blue sky effect.

The stage holding the curtain and screen is seen through a rainbow arch. The lighting of this arch can be varied by several banks of pre-set controls either automatically or manually operated. This theatre is being equipped for wide-screen and stereophonic sound. Hearing aids are

Seen in the photo above is the Waikiki Theatre in Honolulu. As can be seen the tropical mood has been captured by surrounding palm trees.

plugged into outlets on chair arms. A patch panel is incorporated into the sound systems which permits use of the public address system at all times even as a remote broadcast unit.

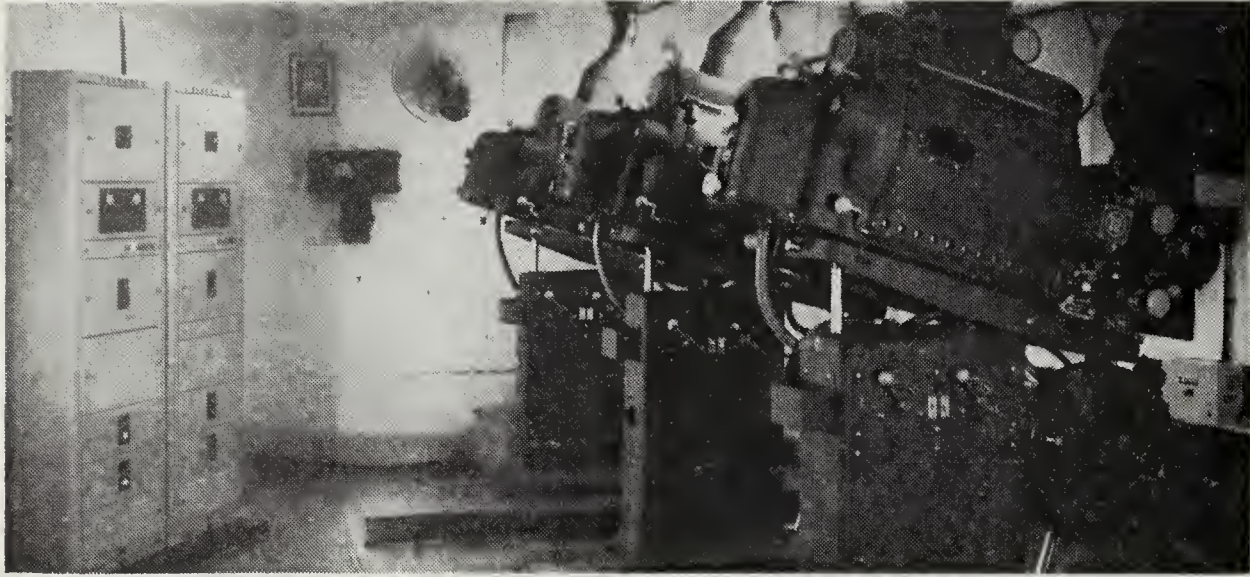
Bombay

INDIA

The Regal Cinema in Bombay is owned by Globe Theatres, Ltd. It is the only one in their group that is entirely owned by them and also fully air-conditioned. The theatre was renovated in 1953 according to the design of the well-known architect Ben Schlanger, of New York. The seating capacity of this theatre is 1200. Attached is a modern and well-equipped cafeteria and soda fountain. This theatre shows foreign films exclusively.

Like all theatres in this country, the method of presenting a show generally consists of some 10 minutes showing of advertising slides, followed by the newsreel, a documentary and trailers of forthcoming pictures, after which there is an intermission of some 15 minutes. After this, the main feature begins, but before the actual showing of the picture the audience is subjected to another 10 minutes of slide showing. During the interval and during the showing of slides, phonograph records are played.

The Academia, a luxuriously built miniature theatre, constructed on the roof of the Liberty Cinema Building, is owned by Habib Hoosein, who is also the proprietor of the Liberty. It is fully air-conditioned, has very good acoustics and unique lighting effects and the only one in India with "black lighting." Mr. Hoosein's hobby is theatre design, and he was entirely responsible for the decorative features incorporated in this miniature. It is in great demand by foreign exhibitors for previewing their films, and occasionally by the film censors and frequently by



The projection booth of the Liberty, Bombay, India (above) is as spacious and well equipped as any first class theatre in this country. One of the finest theatres in Australia is the Regent, in Sydney (below, left). The Plaza and Regent Theatre (below, right) are two more leading Australian houses.



socialites who wish to entertain their friends to a special show. The theatre has a seating capacity of 40 only, the back of each seat being fitted with a folding flap which would be utilized for making notes during a preview.

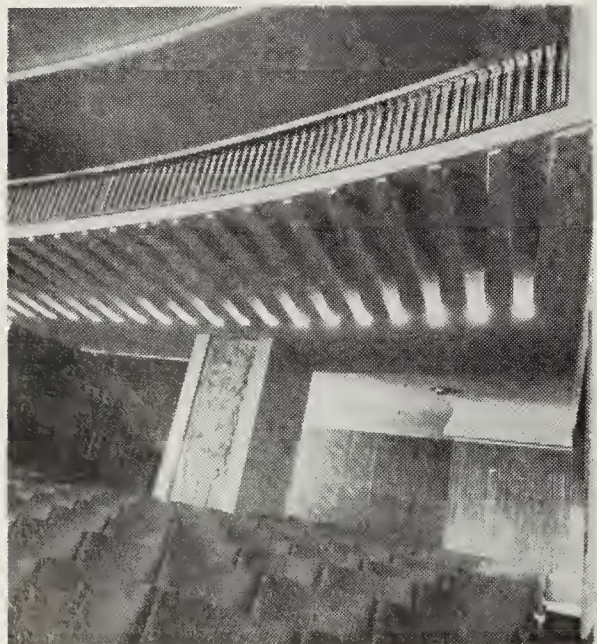
The Liberty Cinema is a lavishly fitted theatre in Bombay owned by Hoosein, and has a seating capacity of 1200. It is one of the finest theatres in India and the first Indian picture house to be fully air-conditioned. There is only one other Indian picture house in Bombay which is air-conditioned. The theatre exhibits Indian films almost exclusively, with occasional showings of certain outstanding foreign

pictures, notably French, Italian and Japanese.

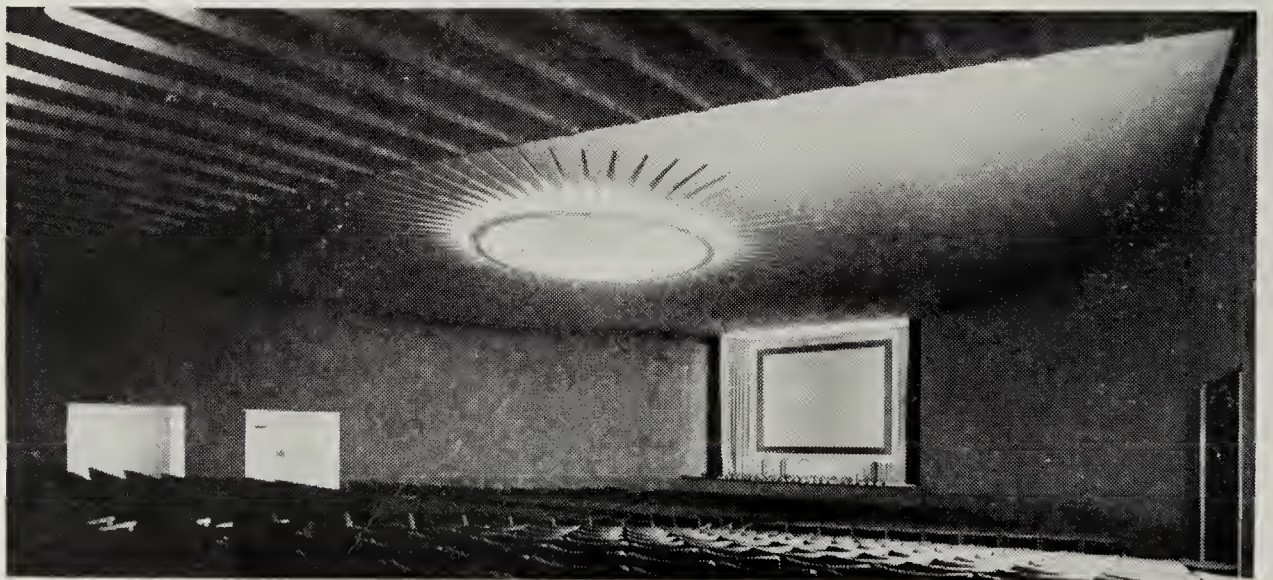
With such luxurious surroundings, it is not at all surprising to find that the theatre does extremely good business. The chairs are modern push-back, uniform throughout, and were imported from the U.S.A. The theatre runs three shows daily with an extra morning show on Sundays.

It is interesting to note that the entire theatre is hired out on a contract basis to a prominent Indian film producer.

The New Empire is another of the few air-conditioned theatres in India. It is owned by Western Indian Theatres (Managing Director K. M. Modi) who own the largest chain of theatres in India (23). It is essentially a foreign house but is used occasionally for premiere releases of certain prominent Indian films. It has a seating capacity of 1000 and is very tastefully decorated.



An interior view of one of Rome's finest houses the Capitol (right). The interesting decorative treatment in Capitol is seen in the above photo.



The original New Empire theatre goes back to the days of Madan Theatres, Ltd., who ran the largest chain of cinemas in India but subsequently collapsed. It was rebuilt in 1948—only the four outer walls being retained. It is now one of W.I.T.'s best theatres and is ideally situated, being adjacent to the railway, bus and tram termini.

The air-conditioning equipment in this theatre is novel in that it comprises a number of small units so that should any one or two units fail at a time, the theatre could still be kept comfortably cool by the others.

The equipment is a Westrex Master Sound System, Century projectors and Ashcraft lamps with dual power plant to cope with any emergency. It was the first to be equipped with a 34 feet wide panoramic screen.

AUSTRALIA

Sydney-Melbourne

The Regent theatres in Sydney and Melbourne are two of the ace houses in Australia. Both are equipped for CinemaScope Reproduction. The Sydney Regent Theatre has a seating capacity of 2,169, a screen size of 52 feet by 22 feet, the CinemaScope picture size being 44 feet by 19 feet. Three 100 watt channels provide the stereophonic sound and 20 loudspeakers mounted on the auditorium provide the "surround" effects.

The Metro houses in Sydney, Melbourne, and Brisbane are equipped with Perspecta Sound using Westrex 50 watt channels. The St. James, Sydney, Metro Collins, Melbourne, and the St. James, Brisbane being the principal houses in this circuit.

ITALY

Rome

In the center of Rome, in the well-known Via XX Settembre, there is a large modern building called "Palazzo di Vetro" which means "The Glass Palace." With the exception of the concrete structure all the external walls are made of glass. The building is occupied by the CIM General Stores, somewhat similar to Macys in New York. Under the level floor of the Palazzo di Vetro, there is the Capitol Theatre of 1100 seats. The cinema is air-conditioned, acoustically-treated and very well decorated. The sound equipment is Westrex with Century projectors. Ashcraft hydro arc lamps and Bausch & Lomb lenses. The Capitol was the first theatre in Continental Europe to convert to stereophonic sound as the inauguration of "The Robe" took place on November 27, 1953.

(Continued on page PT-26)



*The
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NATIONAL EXCELITE "135"

National's Reflect-O-Heat unit permits the great increase in volume of light at the mammoth new screens, without a corresponding increase in heat at the aperture.

The Automatic Crater Positioning Control System insures that both carbons are so fed as to maintain a correct arc gap length and to keep the position of the positive crater at the exact focal point of the reflector. Thus, throughout the presentation, the screen light is always of the same color, without variations from white to either blue or brown. The projectionist is accordingly freed from the necessity of constantly supervising the arc so that he can devote himself to the care of other technical features of projection which are not on an automatic basis and which require continual attention.

The arc is stabilized by a stream of air which maintains a prescribed system of ventilation of the area surrounding the arc.

This air jet prevents the hot tail flame of the arc from reaching the reflector, supplies enough oxygen so that no black soot is produced, and keeps white soot from collecting on the reflector in such quantity as to absorb heat which would cause breakage.

Unit construction permits easy removal of the elements for inspection in servicing.

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"THERE'S A BRANCH NEAR YOU"

Presented Here Are
Some New Uses For

Copper In Theatres

By Carl Pihl

Copper & Brass Research Assoc.

IT HAS BEEN traditional in the construction of theatres in this country to specify copper-base alloys for many purposes. Sheet copper has been, and is, virtually standard for flashings, gutters, downspouts, and other metal work such as skylights, louvres, decking and marquees. Bronze is widely used for doors, ticket booths and such ornamentation and trim as stair and balcony railings, electric light fixtures, frames, grilles and hardware. Plumbing and heating lines are generally of red brass or copper tube.

Air Conditioning

In recent years a great deal of copper and copper-base have been utilized in the air conditioning of theatres, as well as structures of all kinds. In such installations, cooling coils are generally of finned copper tube while both copper and brass are employed in the condensers and evaporators of the refrigeration units required to comfortably cool the large buildings. There are many other uses of these metals in air cooling installations too numerous to list.

An outstanding example of the generous use of copper and its alloys is the luxurious Radio City Music Hall in New York City, perhaps the nation's finest motion picture theatre. Certainly, it is one spot that every visitor to New York has on his or her "must see" list, whether they are Americans or from abroad.

Bronze—that age-old alloy which was used for ornamentation by the ancient Egyptians more than 5,000 years ago—is

found in entrance doors, elevator trim, railings, grilles, and for many other purposes throughout this magnificent theatre. More than 30,000 pounds of copper were used in the air conditioning system itself.

However, most of these applications of the red metal and its versatile family of alloys, are more or less standard in good construction, and can be found in almost every theatre in the country. Copper and its alloys will continue to be used for these installations because time has proved that these metals are most durable and economical in the long run. Copper, the most useful of man's metals, is also the most resistant to corrosion. Copper can best withstand the ravages of time and weather.

Radiant Heating

A new application of copper that is creating a great deal of interest in building circles, would seem to offer splendid opportunities in the construction of theatres. This is radiant, or panel, heating which is being successfully employed in numerous buildings of all types throughout the country. In addition to its wide use in residences, radiant heating systems have been installed in numerous churches, schools, and theatres.

The principle of radiant heating is not new. Primitive man huddled around a fire were being warmed by radiant heat. Ancient Romans used a system of radiant

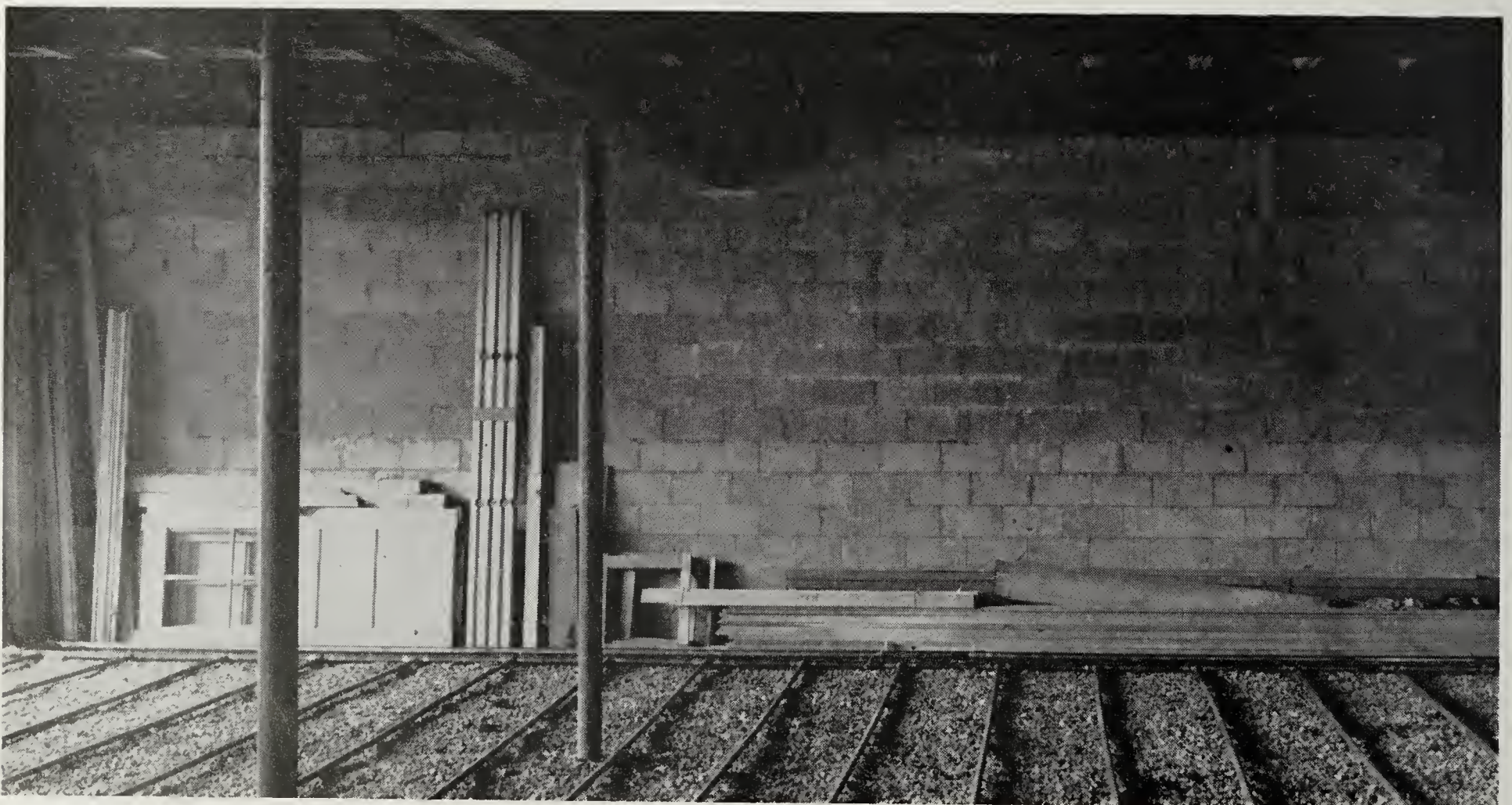
heating, called hypocaust, consisting of pipes in the floors through which hot water apparently was circulated. Heat rays from the sun, often strong enough to warm human beings in winter, is radiant heat.

Radiant heating is achieved by installing pipe panels—usually consisting of copper tube—in the floor, ceiling, or walls of a structure through which steam or hot water is circulated to provide the heat source. Radiant heating, in contrast with conventional heating systems, imparts heat by direct radiation to the occupants of a given space rather than by heating the air volume in the room. This results in a healthful atmosphere which is stimulating to an individual by providing refreshing, cool air, yet assures comfort by a radiation of heat. Most people, accustomed to over-heated rooms, are amazed at the feeling of being outdoors that is experienced with a radiant heating installation.

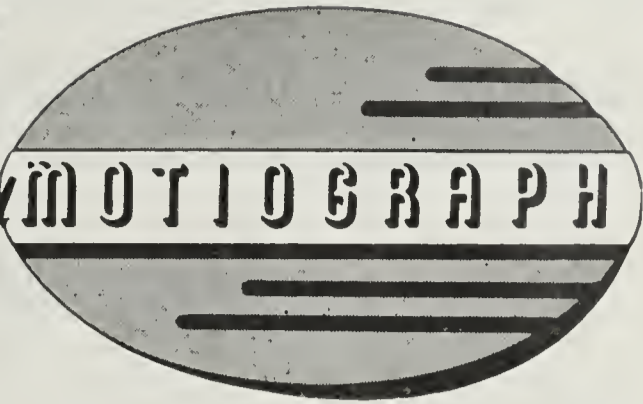
When the conventional type of heating system is used, about 70 to 85 per cent of the heat is transmitted by convection, the remainder by radiation. In radiant heating, the average approximates 40 per cent by convection and 60 per cent by radiation. In conventional heating systems, there is a "layering" of hot air from the top. Comfort is achieved by surrounding the persons in the room with a blanket of warm air. In radiant heating systems, comfort is achieved by controlling the heat loss of the body by direct rays of heat. The air may be quite cool, but the

(Continued on page PT-25)

This photo shows how copper tubing is used when radiant heating is being installed. It is just one of many uses for this versatile material.



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for exhibitors and projectionists who are satisfied only with a perfect performance

You'd expect such fine equipment to be expensive, but Motiograph offers it at a down-to-earth low price which is seldom higher than that of ordinary equipment

MOTIOPH NOW PUTS IT WITHIN THE REACH OF EVEN THE SMALL THEATRE

The best-balanced, most complete tonal range—a guarantee of life-like reproduction, delicate shadings of voice, musical qualities never before approached, uniform sound level throughout the theatre.

Motiograph offers a complete line of sound equipment for indoor and outdoor theatres of every size. The Motiograph line includes models to reproduce single track optical, single track magnetic and perspecta sound prints, as well as three and four channel stereophonic systems.

Twenty, forty, seventy-five or 150 watt optical sound reproducing systems for indoor theatres containing Motiograph SH-7500 reproducers are available with a choice of 10 different sized loud speaker systems. Optical reproducing systems for the Drive-In are ten in number ranging in power output from 75 to 500 watts.

Both 3 and 4 channel stereophonic systems are available with a choice of 20, 35 and 75 watt power amplifiers and ten different sized loud speaker systems. All models contain Motiograph AAA Penthouse Reproducers.

Motiograph stereophonic sound systems can be matched to any presently installed regular theatre sound system. The Motiograph AAA Penthouse Reproducer may be used with any modern projector mechanism.

THE SPEAKER WITH A RAINCOAT! Doubles The Life of Speaker Units! SLASHES MAINTENANCE COSTS!

The face of the speaker unit is protected by a taut, chemically impregnated linen cover which prevents moisture, dust or grit reaching the cone. Corrosion-resistant metal parts. Rugged dent-proof diecast aluminum housing withstands roughest abuse. Light weight makes for easy handling. Fits virtually any make or model of junction box.

Quality 4-inch permanently rattle-proof speaker unit assures exceptionally high fidelity sound.

The smart appearance of the speaker and junction box, white on silver finish with emerald green trim, will last season after season.

Only five parts. Quickly disassembled for maintenance. Two patented screws hold the housing together. Cannot be opened with coin, knife or ordinary screw driver.

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Strong aluminum base casting quickly attached with one screw to pipe supports of from 2" to 2 3/8", without using pipe flanges or threading pipe support.

Adjustable beam post lights optional. Terminal block light sockets, transformers and wiring protected from weather by aluminum covers and mounted higher than the floor of the base to protect them from condensed moisture.

Accommodate virtually all makes of speakers.

Multi-tapped transformers permit exact matching of speakers and amplifier circuit.

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- ② Lens barrel, with no modifications, accepts lenses of all focal length and diameter.
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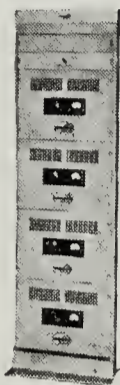
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Some Houses May Find That Escalators Can Be A

Step In The Right Direction

ONE of the greatest advantages that motion pictures have had as an entertainment medium was the fact that it could be enjoyed by everyone from seven to 70. This advantage is by no means an exclusive one, and if anything, home television has the better of it in that particular phase of patron allure. This is particularly true when it comes to the elderly segment of our population.

Thanks to recent social and scientific advances, today the average person has a much greater chance to live his allotted four score and 20 years. It is estimated that there are some 10,000,000 persons in this country between 60 and 70. These elderly people have more leisure time on their hands, and are a very attractive group for the theatre industry to cultivate.

One of the top considerations in the 60 to 70 age bracket is comfort, although this also holds true for all who attend a

theatre. Comfort calls for seats that are easy to sit in; summer cooling and winter warmth; proper projection and sound equipment.

It is especially important that patrons who have past their prime be able to reach their seats easily, and without a great deal of stair-climbing; which usually means first-floor seating. But here the exhibitor runs up against a factor that will lower his attendance—price.

Americans are now keenly price conscious. Therefore, the difference between 25 cents in the balcony and 50 cents on the main floor often means the difference between a regular patron and the occasional visitor. This is especially important for 60-year and over group, since most of them are retired and living on small, fixed incomes.

At the same time there is a psychological factor in a lower price that results in

increased revenue. Many theatre owners have discovered that a patron will attend three times when the price is 25 cents, whereas he will attend only once, or not at all if the price is 50 cents.

The balcony, of course, is the answer to the price question. Most people over 35 like to sit there because they see better and there is less disturbance from children's sections on the main floor.

Make Balcony Pay Off

No one likes to climb stairs. This resistance is especially acute now that persons over 35 are seeking to guard against heart strain. Hence, it is easy to understand why many balconies are consistently in a near-empty condition.

The stair-climbing drawback to balcony patronage can be overcome, however, with the installation of a moving stairway. Cost of such equipment is not prohibitive since the development by the Otis Elevator Company, of a small Escalator that will pay for itself if it increases business volume to net only \$8.71 per day. Many theatre architects say that Escalators will soon become as integral a part of theatre equipment as air-conditioning, modern projection equipment, and other technological advances.

Elevators have been tried in an effort to overcome patrons' objections to climbing stairs, but due to the spacing of the peak loads, elevators have been unsatisfactory. Since development of the new Escalator, several theatres are planning to lick the balcony problem with moving stairs.

Indicative of the trend is the Escalator installation in the Calderone Theatre, Hempstead, Long Island. The Escalator operates between the foyer and mezzanine floor, which opens into the balcony and loges. It is arranged for two-way operation, carrying patrons up when traffic is heaviest in that direction, and being reversed to carry them down at show-break time.

The Escalator is built and installed as a packaged unit with the driving machine built into the steel truss. This eliminates much of the structural work required with other types of moving stairways, and reduces its installed cost about one-third.

The figure of \$8.71 increased daily profit with which the Escalator pays for itself is based on the cost of the equipment amortized over 33 years, and includes liability insurance, interest on the unamortized investment, upkeep, maintenance, power consumption, and all required items for one unit.

A complete fill of the balcony once a day is as important as a complete fill of the main floor in order to break even, as every theatre manager knows.

(Continued on page PT-24)

This escalator, installed in a leading theatre on Long Island, has done much to attract older patrons as well as help create a luxurious air.

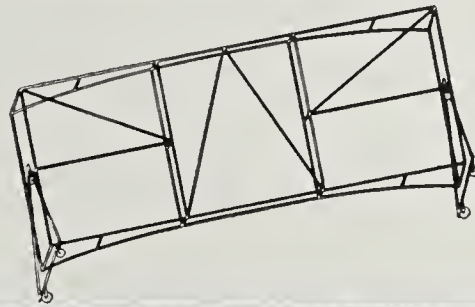
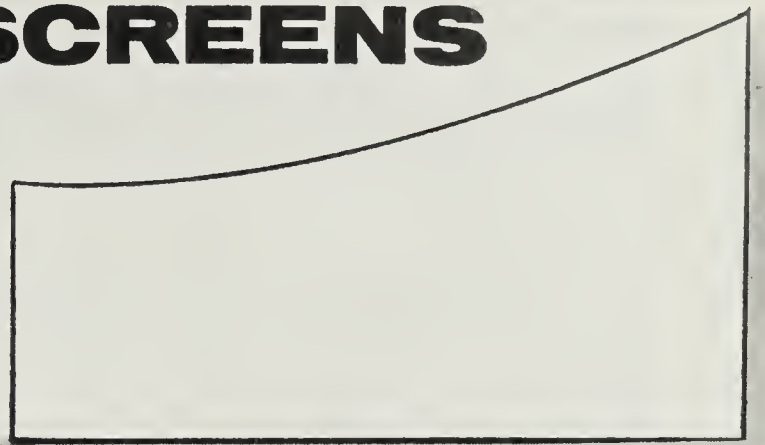


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Hilux Objective Lenses fill your screen with a brighter, clearer picture. Designed as a primary lens for every wide-screen system used today . . . a true anastigmat lens. They're your best buy for maximum light transmission, razor-edge definition.



THE NEW HILUX VAL



A **V**ariable **A**namorphic **L**ens of superior design. Instantly adjustable for any aspect ratio from 2.66 to 1 down to 1 to 1. Sharp definition. Maximum light transmission. The ideal lens for CinemaScope because of its extreme flexibility. \$750. per pair.

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Practical Tips On Air-Conditioning Maintenance That Can Mean

Cool Profits

BASICALLY speaking, every cooling plant comprises two main cycles—the air cycle and the refrigerant cycle. Since identical maintenance suggestions are applicable to all ventilating systems, with or without refrigerants, the air cycle will be discussed first. This cycle is simply a duct system delivering cleaned air pumped by a fan to those localities to be cooled.

The fan is usually set up to pull fresh air in from the outside through a set of filters, which remove dust and soot; to push the air over the cooling coils, where it is lowered in temperature and moisture removed (dehumidification); and to propel it through the duct system into the auditorium, lobby, lounges and other theatre rooms.

In a majority of systems there are also return air ducts, which permit the re-use of some or all of the previously cooled air. On days when old Sol is throwing down a barrage of heat, some savings can be effected by closing the fresh-air intake and re-circulating the inside air until the interior is cooled to the desired temperature. But, it must be borne in mind that, in order to dispel sweaty odors, and return oxygen to the used air, some fresh air must always be on its way into the occupied house.

Care of the Fan

Particularly important is the care of the fan—the most vital part of the air cycle. Periodically the blades should be scraped with a wire brush, removing rust and other surface soil. Then, for durable paint adhesion, the metal should be treated with a phosphoric acid metal cleaner, and then painted with red lead or zinc chromate before the application of the final heavy protective coat of paint. This iden-

tical treatment should be given the fan casings and any other metal parts of the system. In addition, bearings should be kept clean and lubricated with a dirt-free oil or grease, as specified by the manufacturer.

The main obstacles to good operation of the fan are corrosion, wear, and poor lubrication. Regular inspection should be made of the fan assembly, and evidence of damage from corrosion or vibration looked for carefully at this time. Lubrication should also be checked at every inspection. The motor should also be checked at frequent intervals in a search for signs of trouble.

Belts

Most fans are belt-driven. In order to prevent their rapid deterioration, the belts must be kept taut and absolutely free of grease and oil. Loose belts are taken up by sliding the motor to a point where no more than one-half inch of play is discernible when it is pressed by a finger.

A handy rule of thumb to remember when tightening a V-belt is that a slack belt will feel dead to a hand thump, and that a correctly tensioned belt will feel springy and lively. In plants where multi-belts are used, some belt manufacturers suggest that the position of the belts be rotated to insure longer life.

Care, however, must be taken when removing or installing belts to make certain that they are not too taut. Undue strain will break the outside strands. All belts are supplied with the manufacturer's name and belt size printed on

These compressors, which make up part of the air-conditioning equipment in a theatre, need proper care and treatment to perform efficiently.

them, usually in the form of code numbers. This data should be filed away to facilitate replacements.

Air Ducts

It is extremely important that air ducts be checked periodically for loose connections and loose insulation. Access holes should be put into the ducts for the periodic removal of dust. This last, more than being merely good housekeeping, eliminates a very serious fire hazard. And last, but not least, fire dampers should be looked into similarly for proper closings.

Filters

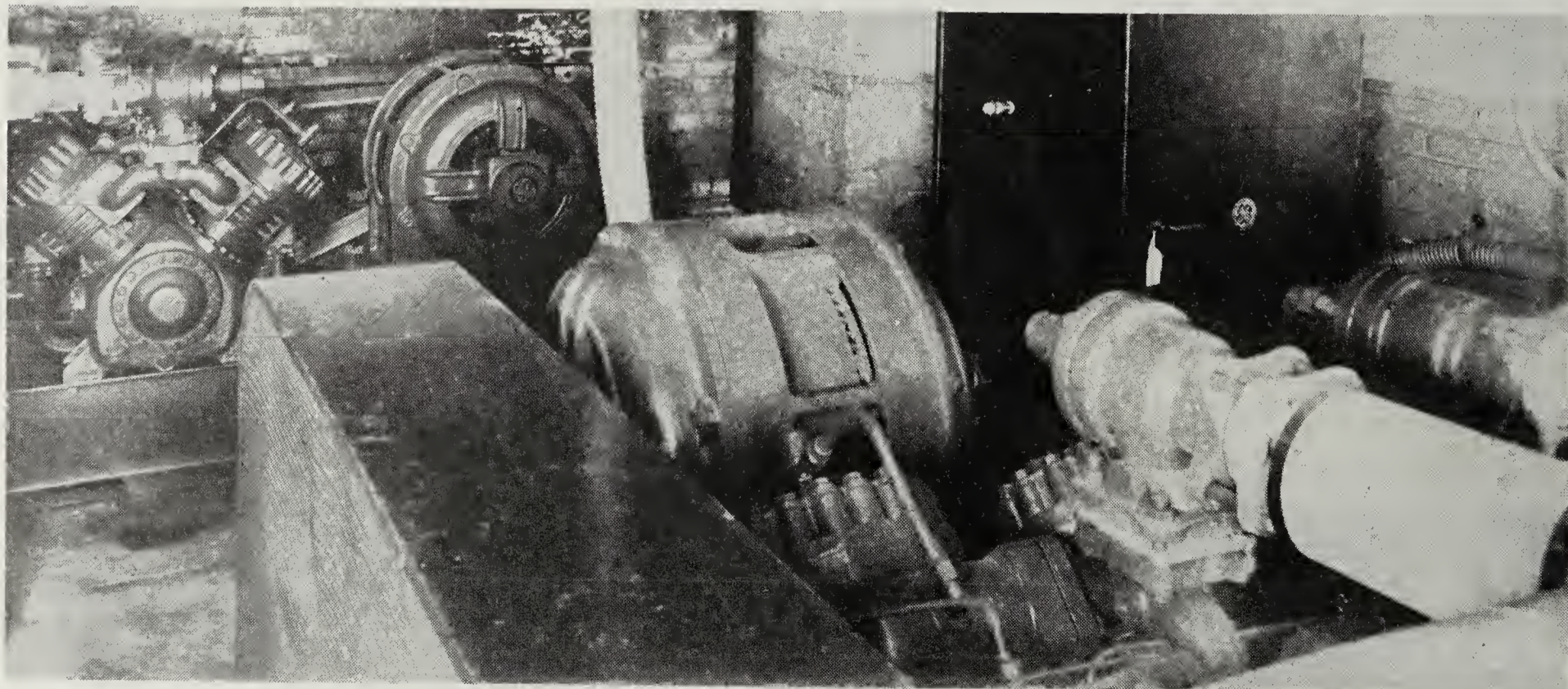
Air filters are a necessary component of the air cycle. There are two types of filters—the throw-away type, which is discarded after usage, and the permanent, all-metal type. The latter, although it costs three-and-a-half times as much as the throw-away, is the best buy. It will prove to be the most economical throughout its five-to-10 year lifetime.

And remember, it costs money to tear down a system. This is necessitated most frequently by dirt in the filters. Properly cleaned, and they can be cleaned, using the right tools and the right technique, the permanent type will justify its original cost.

Some Theory

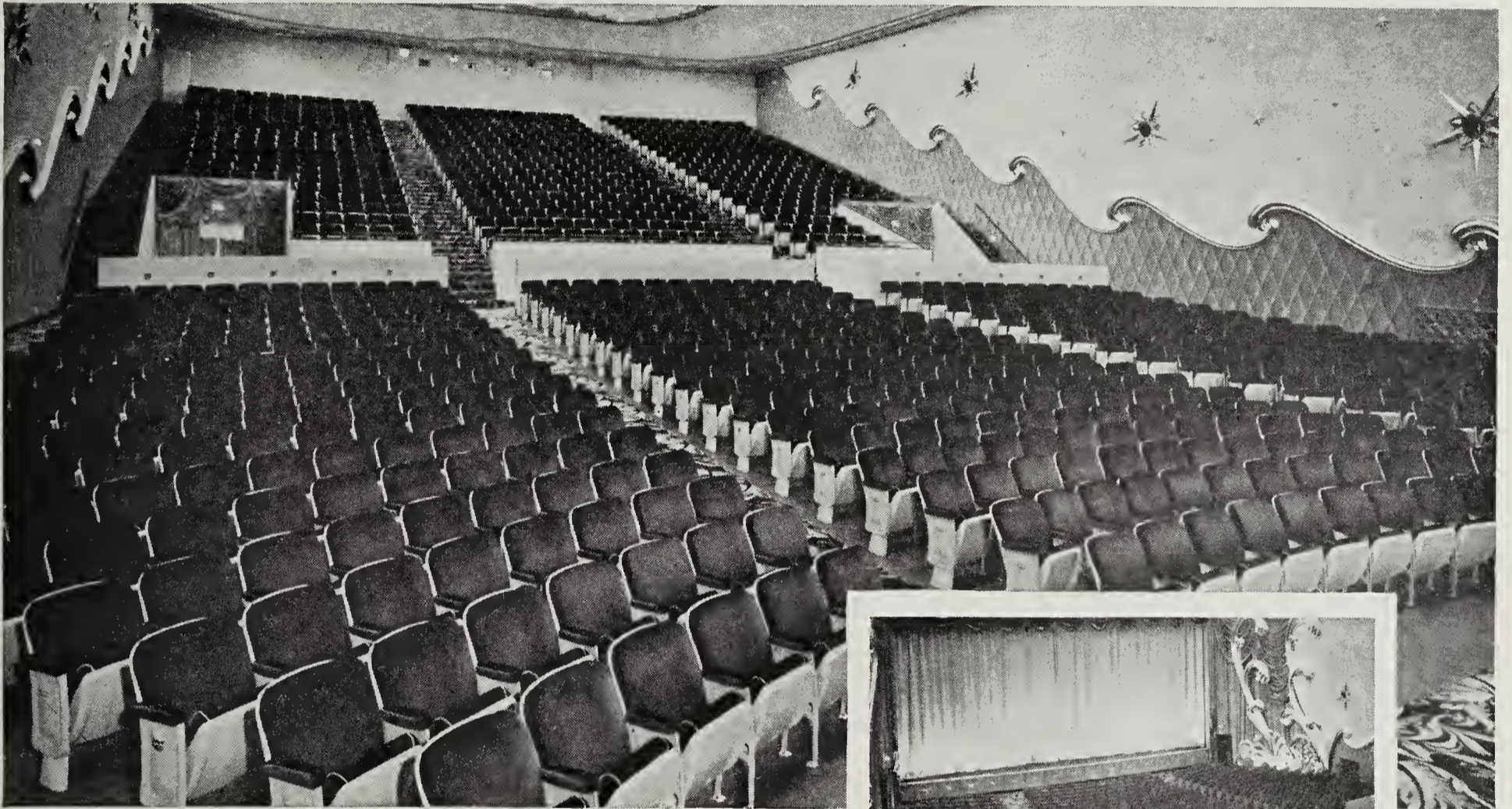
The refrigeration cycle revolves about the compressor, condenser, liquid receiver and cooling coils, plus the various conducting gas and liquid pipe lines. The compressor, the heart of the refrigeration cycle, pumps the hot gas or refrigerant at high pressure through the discharge line to the condenser.

The outside of the condenser tube wall
(Continued on page PT-24)





American Bodiform® Chairs provide luxurious comfort in Denver's new Centre Theatre



In keeping with its policy of utmost modern comfort and beauty throughout, Fox Intermountain Theatres selected American Bodiform spring-back chairs for their new Centre Theatre in Denver. Foam-rubber padded seats and rubber-padded upholstered arms offer the ultimate in luxurious comfort, and the red long-pile mohair upholstery contributes the final touch of rich beauty to distinguished modern decor.

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NEW PRODUCTS

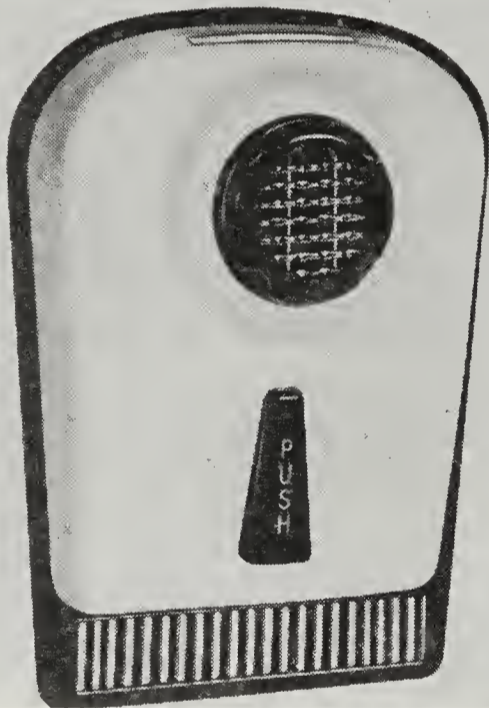
... that have theatre interest



Electric Hand Dryer

The Electric-Aire Engineering Corporation recently introduced a new electric hand dryer especially designed for recessed installation in public washrooms, such as those found in indoor and outdoor theatres.

According to the manufacturer, the new design permits architects and building operators to make their new or remodeled washrooms more attractive. Projecting only three and three-quarter inches from the wall, the "C" model recessed hand dryer can be installed in a steel box that is conveniently set into the wall during construction. The dryer mechanism and cover plates are easily installed after walls are completed, it is claimed.

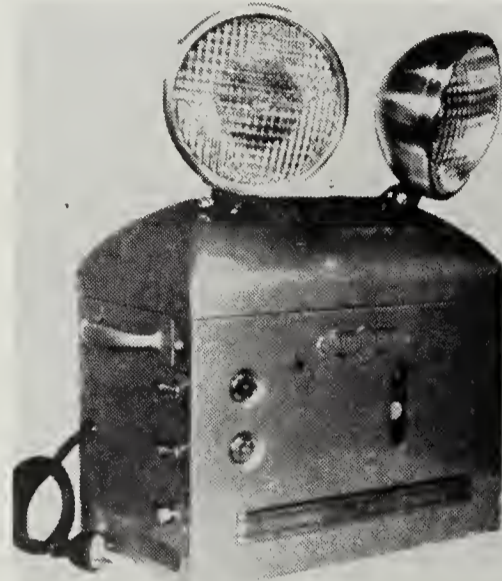


This new electric hand dryer is said to be especially designed for recessed installation in public washrooms, such as those found in theatres.

Featured improvements of the new dryer are said to be increased air velocity and volume, reducing length of drying time; a permanent type of air filter that can be quickly brushed without removing; touch action starter bar; new type revolving air jet baffle for convenient face and forearm drying; illuminated user instructions; vandal-proof construction and aerodynamic engineering.

Low-Cost Approved Emergency Light

This new low-cost automatic stand-by light conforms to the latest requirements of the National Fire Code and is fully UL approved. The glass jar (non-automotive type) battery in this unit is capable of delivering 91 per cent of rated capacity after 30 minutes of actual use. Its extra-heavy, pure lead plates, patented leak-proof terminals and low specific gravity assure an unusually long shelf life with a minimum of maintenance.



New, low cost automatic stand-by light is made by Carpenter Mfg. Co., Boston. Contains many features that would be of value in a theatre.

New features include external switches for quick testing. Other switches control the battery charger and disconnect the lampheads should unit be taken out of service. A red pilot light indicates when battery is on high charge and an amber light indicates readiness for service. Visible disc float hydrometer eliminates necessity for ladder-climbing. Special components withstand constantly energized condition and assure instant light when fuses blow or power fails.

Safety Box For Fire Extinguishers

In order to be sure that Fire Extinguishers are not tampered with or disturbed in any way and are in perfect condition when they are needed, Erie Safety Products Company, are putting on the market their Tam-Pruf Fire Extinguisher Safety Box.



eyes from flying glass or ragged edges. The padlock remains in a locked position on the side of the Safety Box. A new seal can be inserted when the box is ready to be relocked.

This box is painted red so that it is quickly spotted when the Extinguisher is needed. Locked by a padlock and seal which is quickly broken by easy pressure of the hand against the breaker-arm the safety box opens to permit easy removal of the Extinguisher, the glass seal falling into a special receptacle. This prevents any injury to hands, face or

This metal Safety Box has glass panels on either side to allow easy inspection to be sure the Fire Extinguisher is ready for use. Also, in addition to preventing tampering and abuse the Safety Box keeps the Fire Extinguisher free from grease, dirt and grime.

Electronic "Barker"

An electronic "barker" who can deliver his pitch thousands of times with perfect fidelity and high volume is now available to the trade in a low cost unit developed by the Mohawk Business Machines Corporation. The new Message Repeater Junior is a highly compact device which delivers a pre-recorded talk from a magnetic tape cartridge through a five-inch speaker, it is reported.

Place the Message Repeater Junior behind lobby displays to lend voice impact to advertising signs, to push popcorn and candy sales, to deliver a message to patrons in the parking lot, for crowd control during the break.

The magnetic tape, which is the recording medium, is enclosed within a cartridge the size of a pack of cigarettes and cartridges are interchangeable.



A device which can be used in a number of ways around a theatre is this "electronic barker," that delivers any type of sales message desired.

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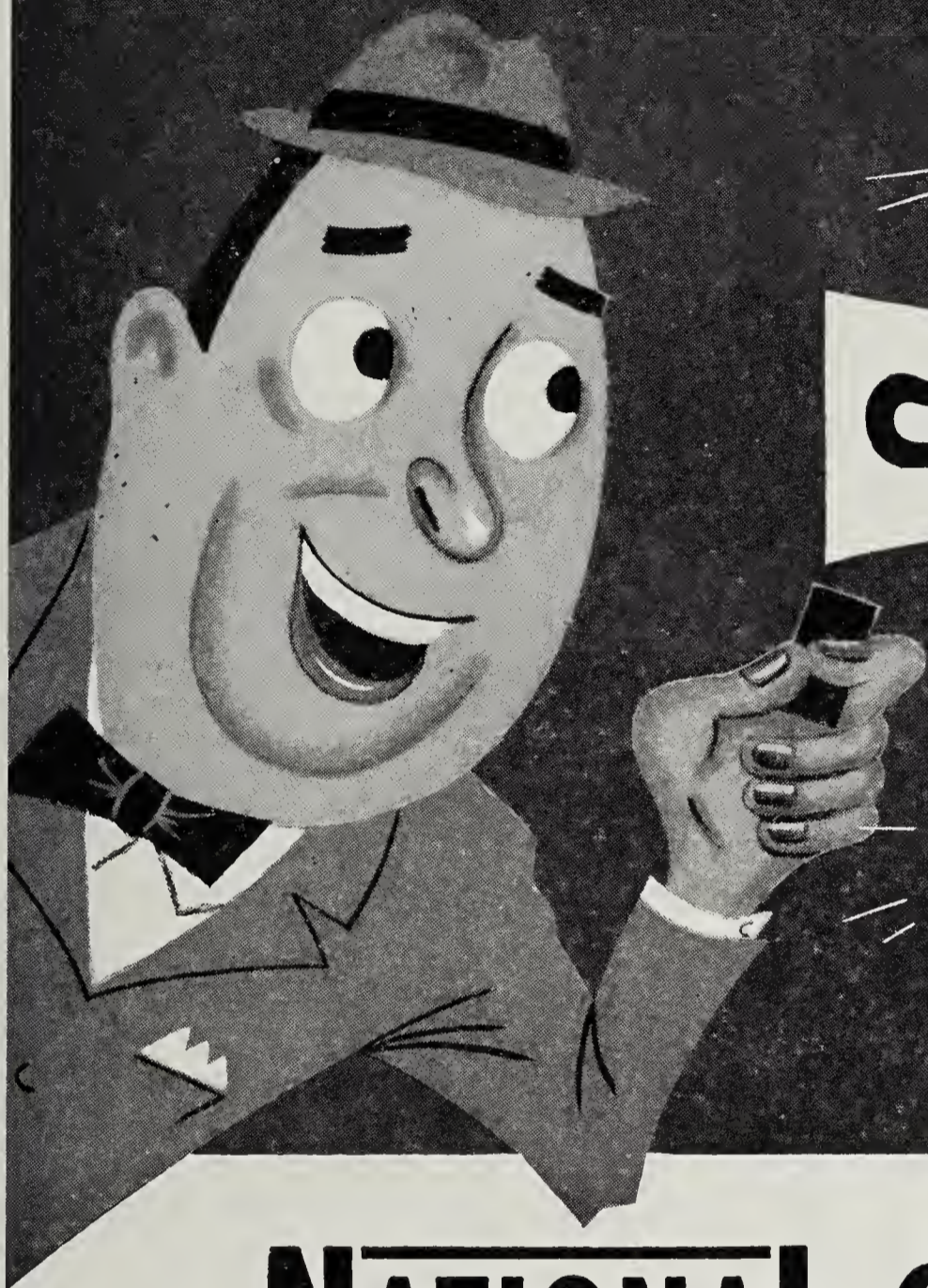
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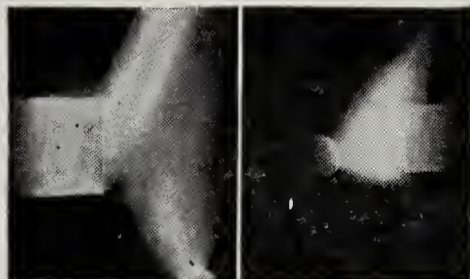
VISTAVISION



NATIONAL CARBONS

TRADE-MARK

Are the best ever made!



**THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN
with "NATIONAL" CARBONS**

Whatever projection techniques you use, the present line of "National" carbons is the finest ever offered — by ourselves or any other manufacturer.

Not only do they excel in brilliance, color-balance and uniformity, but they give you all these features at the lowest cost per unit of light and inch of carbon consumed!

Such a small part of operating expense . . . such a *big* part of picture quality — "National" carbons always do their part in giving *you* full value for every dollar . . . your *patrons* full value for each admission.

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: Union Carbide Canada Limited, Toronto

Prominent Manufacturers

Here's a Complete Market Guide To Filling the Needs of Your Theatre

ADVERTISING ACCESSORIES

Filmack Trailer Co., 1327 S. Wabash, Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 9th Ave.,
 New York 19, N. Y.

AIR CONDITIONING DIFFUSERS

Air Devices Co., 17 E. 42nd St., New York 17, N. Y.
 Anemostat Corp. of America, 10 East 39th St., New
 York 16, N. Y.
 Fittle and Bailey Co., Corbin Ave., New Britain, Conn.

AIR CONDITIONING EQUIPMENT

Air Cooling Eng. Co., 1119 Darrow St., Evanston, Ill.
 Alton Mfg. Co., 1112 Ross Ave., Dallas, Texas.
 American Blower Corp., 8100 Tireman Blvd., Detroit,
 Mich.
 Baker Refrigeration Corp., Amer. Wheelabrator Co., Mis-
 sawaka, Ind.
 Buensod-Stacey, Inc., 60 E. 42nd St., New York, N. Y.
 Chrysler Corp., Airtemp div., 1119 Leo St., Dayton 1, O.
 Clarage Fan Co., 619 Porter St., Kalamazoo 16, Mich.
 Curtis Air Conditioning Co., 1905 Kienlen Ave., St.
 Louis, Mo.
 Fairbanks-Morse and Co., 600 S. Michigan Ave., Chicago
 5, Ill.
 General Electric Co., air conditioning div., 5 Lawrence
 St., Bloomfield, N. J.
 General Motors Corp., Frigidaire commercial and air
 cond. div., 300 Taylor St., Dayton 1, O.
 Governan Corp., Northwest 2nd St., Oklahoma City,
 Okla.
 Leases Benjamin Co., Inc., 4039 Orchard St., Phila-
 delphia Pa.
 McQuay, Inc., 1600 Broadway, N. E., Minneapolis 13,
 Minn.
 National Engineering and Mfg. Co., 519 Wyandotte St.,
 Kansas City, Mo.
 Ready Power Co., 11233 Freud Ave., Detroit, Mich.
 Reynolds Mfg. Co., 412 Prospect Ave., N.E., Grand
 Rapids, Mich.
 Rexair div. Martin-Perry Corp., 1455 W. Alexis Rd.,
 Toledo 1, O.
 Trane Co., 206 Cameron Ave., LaCrosse, Wis.
 Typhoon Air Conditioning Co., Inc., 794 Union St.,
 Brooklyn 15, N. Y.
 U. S. Air Conditioning Corp., 2564 Como Ave., St. Paul
 8, Minn.
 Westinghouse Electric Corp., Sturtevant div., 306 4th
 Ave., Pittsburgh 30, Pa.
 Worthington Pump and Machine Corp., Carbondale div.,
 Harrison, N. J.
 York Corp., York, Pa.
 York-ShIPLEY, Inc., York, Pa.

AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J.
 Connor, W. B., Engineering Corp., 114 E. 32nd St., New
 York 16, N. Y.
 Electr-Aire Corp., 41-38 37th St., Long Island City 3,
 N. Y.
 National Ozone Machine Co., Inc., 715 5th St., Shelby-
 ville, Ind.
 Refresh-Aire Ozonizer Co., 382 Lafayette St., New York
 5, N. Y.
 Supreme Air Filter Co., 126 W. 21st St., New York 10,
 N. Y.

AMPLIFIERS

ALTEC-LANSING MFG. CO., 1210 Taft Bldg., Holly-
 wood 28, Calif.
 Ampro Corp., 2839 N. Western Ave., Chicago 18, Ill.
RATIANTYNE CO., 1712 Jackson St., Omaha, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New
 York 19, N. Y.
 DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
 Fidelity Amplifier Co., 703 Willow St., Chicago 14, Ill.
INTERNATIONAL PROJECTOR CORP., 92 Gold St.,
 New York, N. Y.
MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 24, Ill.
RADIO CORP. OF AMERICA, RCA VICTOR DIV.,
 Camden, N. J.

Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago,
 Ill.
 Wenzel Projector Co., 2505-19 S. State St., Chicago 16
 Ill.
WESTREX CORP., 111 8th Ave., New York, N. Y.

BOOKKEEPING SYSTEMS

JAY EMANUEL PUBLICATIONS, INC., 246-248 N.
 Clarion St., Philadelphia 7, Pa.

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York
 19, N. Y.
 Poblacki, Ben B. and Sons Co., 2159 S. Kimmicklnvic
 Ave., Milwaukee 7, Wis.
 Stanley Displays, Inc., 442 W. 42nd St., New York 18,
 N. Y.
 Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., 113rd St. and Wales Ave.,
 New York, N. Y.
 Acorn Sheet Metal Works, 625 W. Jackson Blvd., Chicago
 6, Ill.
 Adair, R. H. Co., 6926 W. Roosevelt Road, Oak Park,
 Ill.
 American Fixture and Mfg. Co., 2300 Locust Blvd., St.
 Louis 3, Mo.
 Apex Brass and Bronze Works, Inc., 116 Walker St.,
 New York 13, N. Y.
 Argus Mfg Co., 1134 Kilbourne Ave., Chicago, Ill.
 Associated Ticket and Register Co., Inc., 346 W. 41th St.,
 New York 18, N. Y.
 Bahn, I. Co., 123 W. Canton St., Boston 18, Mass.
 Blackstone Coin Packer Co., 314 Dayton St., Madison 1,
 Wis.
 Brandt Automatic Cashier Co., Watertown, Wis.
 Coinometer Corp., 1223 S. Wabash, Chicago, Ill.
DIT-MCO, 729 Baltimore Ave., Kansas City, Mo.
GENERAL REGISTER CO., 36-20 33rd St., Long Island
 City 1, N. Y.
 Goldberg Bros., 3500 Walnut St., Denver 1, Col.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
 Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago
 10, Ill.
 K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, Ohio.
LAMOLITE CORP., 682 6th Ave., New York, 10, N. Y.
 McGill Metal Products Co., Marengo, Ill.
 Money-Meters, Inc., 17 Warren St., Providence, R. I.
 Nielsen, Hecht, 1322 Congress St., Chicago 7, Ill.
 Percy Turnstile Co., Inc., 101 Park Ave., New York 17,
 N. Y.
 Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago
 1, Ill.
 Sebring, A. G. Co., 2000 N. Oaklev, Chicago, Ill.
 Tally and Cooper, Inc., 75 Front St., Brooklyn 1, N. Y.
 Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

CARBONS, Inc., 234 W. 44th St., Room 504, New York,
 N. Y.
HELIOS BIO CARBONS, INC., 122 Washington St.,
 Bloomfield, N. J.
NATIONAL CARBON CO., Inc., 30 E. 42nd St., New
 York 17, N. Y.

CARBON SAVERS

Cal Products Corp., 3719 Marjorie Way, Sacramento, Cal.
 Droll Thea. Supply, 317 S. Sangamon, Chicago.
 Hanover Carbon Co., 4035 Spruce St., Philadelphia 4, Pa.
 Hal I. Huff Mfg. Co., 659 W. Jefferson, Los Angeles
 7, Cal.
 Payne Prods. Co., 2451 W. Stadium Blvd., Ann Arbor,
 Mich.
 Edw. H. Wolk, 1241 S. Wabash, Chicago 5, Ill.

CARPETS

Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave.,
 New York 16, N. Y.

Clinton Carpet Co., 222 N. Bank Drive, Chicago, Ill.
 Firth, Inc., 295 5th Ave., New York, N. Y.
 Greater N. Y. Carpet House, Inc., 250 W. 49th St., New
 York 20, N. Y.
 Hardwick and Magee, 295 5th Ave., New York, N. Y.
 Hotel and Theatre Carpet Co., 25 W. 32nd St., New
 York 1, N. Y.
 Karagheusian, A. and M. Co., Inc., 295 5th Ave., New
 York 16, N. Y.
 Klearflax Linen Looms, Inc., 63rd and Grand, Duluth,
 Minn.
 Leedom, Thomas L. Co., Bristol, Pa.
 Lees, James and Sons Co., Bridgeport, Pa.
 Lomax Carpet Mills, Jasper and Orleans Sts., Philadel-
 phia 34, Pa.
 Mohawk Carpet Mills, Inc., 295 5th Ave., New York 16,
 N. Y.
 Philadelphia Carpet Co., Allegheny Ave. at C St., Phila-
 delphia, Pa.
 Shelton Looms, 1 Park Ave., New York, N. Y.
 Smith, Alexander and Sons Carpet Co., 295 5th Ave.,
 New York 16, N. Y.
 Waite Carpet Co., Oshkosh, Wis.

CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago,
 Ill.
 Sponge Rubber Co., Sheldon, Conn.
 U. S. Rubber Co., 1230 6th Ave., N. Y. C., N. Y.

CASH CONTROL EQUIPMENT

(See BOXOFFICE EQUIPMENT)

CHAIRS

American School & Desk Co., Temple, Tex.
AMERICAN SEATING CO., 9th and Broadway, Grand
 Rapids 2, Mich.
 Chicago Used Chair Mart, 820 S. State St. Chicago 5,
 Ill.
 General Chair Co., 1308 N. Elston Ave., Chicago 22, Ill.
 Griggs Equipment Co., 209 Beale St., Box 630, Belton,
 Tex.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
IDEAL SEATING CO., 519 Ann St., N. W., Grand
 Rapids, Mich.
 International Seat Corp., Union City, Ind.
 Irwin Seating Co., 1480 Buchanan Ave., S. E., Grand
 Rapids, Mich.
 Peabody Seating Co., North Manchester, Ind.

CHAIR CUSHIONS

Dunlop Rubber Co., Sheridan Drive and Riverside Rd.,
 Station B, Buffalo 7, N. Y.
 Firestone Tire and Rubber Co., 1200 Firestone Parkway,
 Akron 17, O.
 Hewitt-Rohins, Inc., 240 Kensington Ave., Buffalo 5,
 N. Y.
 Sponge Rubber Products Co., Howe Street, Shelton, Conn.
 Theatre Seat Scr. Co., 160 Hermitage Ave., Nashville,
 Tenn.
 U. S. Rubber Co., mech. rubber goods div., 1230 Ave.
 of Americas, New York 20, N. Y.

CHAIR REPAIR SERVICE

Theatre Seat Service Co., 160 Hermitage, Nashville,
 Tenn.

CHAIR UPHOLSTERING FABRICS

American Leatherex Corp., 629 Broadway, New York,
 N. Y.
 Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New
 York 10, N. Y.
 Asher and Boretz, Inc., 900 Broadway, New York 3, N. Y.
 Athol Mfg. Co., 120 E. 41st St., New York 17, N. Y.
 Atlantic Mercantile Co., 109 W. 64th St., New York 23,
 N. Y.
 Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass.
 Celanese Corp. of America, plastic div., 180 Madison
 Ave., New York 16, N. Y.
 Chicopee Sales Corp., 40 Worth St., New York 13, N. Y.
 Cotan Corp., 331 Oliver St., Newark, N. J.
 DuPont, E. I. DeNemours and Co., 350 5th Ave., New
 York 1, N. Y.
 Firestone Rubber and Latex Products Co., Firestone
 Foamex div., Fall River, Mass.
 Foster, F. A. and Co., 38 Chauncy St., Boston 11, Mass.
 Goodall Fabrics, Inc., 525 Madison Ave., New York 22,
 N. Y.
 Goodrich, B. F. Co., 500 S. Main St., Akron, O.
 Hoenigsberger, H. L., 149 N. Wacker Drive, Chicago 6,
 Ill.
 Manko Fabric Co., 114 E. 27th St., N. Y.
 Masland Duraleather Co., 3234-90 Amher St., Philadel-
 phia 34, Pa.
 National Plastic Products Co., Odenton, Md.
 Pantasote Co., Inc., 444 Madison Ave., New York 22,
 N. Y.

The Seat of Comfort is in the

Cushion



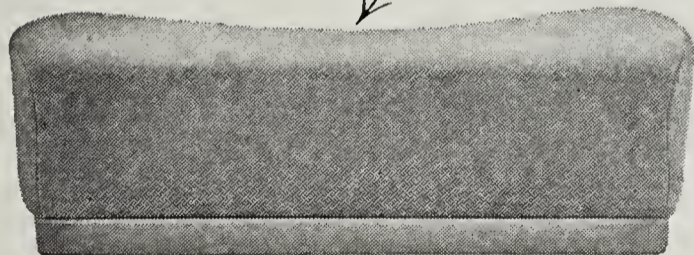
TC 706

The famous "Rocking Chair" Loge with accent on Comfort and Luxury. Spring base principle permits comfort at every sitting position.



The New
"CONTOUR"
 Formed Rubber Cushion

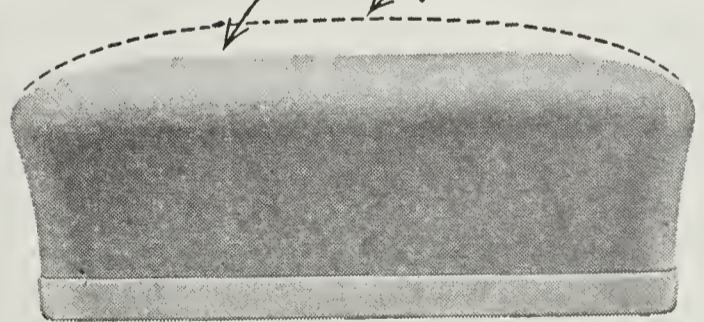
*Fits
 the Contour*



Designed to make Heywood-Wakefield theatre seating as comfortable as the average patron's own easy chair at home . . . the luxurious new "Contour" Formed Rubber Cushion that *conforms to* the contours of the occupant's body as he sits down in its luxurious depth . . . assuring utmost comfort regardless of how he shifts his weight or position.

The New
"SIT-IN"
 Coil Spring Cushion

*Sit In
 not Sit On*



Occupant sits *deep down in* not high up on this outstandingly comfortable new coil spring cushion . . . whether he sits in the middle, on the side or way back in the seat, he'll enjoy relaxing comfort at all times. This is just one more fine example of Heywood-Wakefield engineering skill, proving the seat of the comfort is in the cushion.

Market Guide—(Cont'd)

Rayon Corp. of America, 350 5th Ave., New York 1, N. Y.
Textile Leather Corp., 607 Madison Ave., Toledo 3, O.
Theatre Seat Service Co., 160 Hermitage Ave., Nashville, Tenn.
Tuftord Seat Covers, Inc., 140 West "B" St., San Diego 1, Calif.
Weymouth Art Leather Co., South Braintree, Mass.

CHANGEOVERS

Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago 10, Ill.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Cal.

COIN CHANGERS

(See BOXOFFICE EQUIPMENT)

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.

CONFECTION STANDS

Calumet Coach Co., 11575 S. Wabash Ave., Chicago 28, Ill.
Columbus Show Case Co., 850 W. 5th Ave., Columbus 8, O.
General Mfg. Co., 1209 Castle at Fort Worth Ave., Dallas, Texas
Karl Hansen Co., 1600 Paydros St., New Orleans, La.
Master-Kraft Fixture Co., 434 N. Front St., Baltimore, Md.
Simplex Store Equip. Co., div., Grand Rapids Co., 25 Commerce St., S. W., Grand Rapids, Mich.
Supurdisplay, Inc., 1324 W. Wisconsin Ave., Milwaukee, Wis.
Weber Showcase and Fixture Co., Inc., 5700 Avalon Blvd., Los Angeles 54, Calif.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Woodwork Corp. of America, 1432 W. 21st St., Chicago 8, Ill.

CROWD CONTROL EQUIPMENT

Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas

CUPS (Paper)

Dixie Cup Co., 24th and Dixie Ave., Easton, Pa.
Lily-Tulip Cup Corp., 122 E. 42nd St., Chin Bldg., New York 17, N. Y.

CURTAINS

(See DECORATION)

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Jos. Vasconcellos, Inc., 43-15 Dutch Kills St., Long Island City 1, N. Y.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

DECORATION

Battisti Studios, 1564 Broadway, New York 18, N. Y.
Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
Blank, Frederic and Co., Inc., 230 Park Ave., New York 17, N. Y.
BRODSKY, DAVID E. ASSOC., 242 N. 13th St., Philadelphia 7, Pa.
Dazian's, Inc., 142 W. 44th St., New York, N. Y.
F & Y Building Service, 329 E. Town St., Columbus, Ohio
Frankel Assoc., 218 West 47th St., New York 19, N. Y.
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo.
Greiwe, Inc., 2426-32 Reading Rd., Cincinnati, O.
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood 27, Cal.
Gull Industries, Inc., 1024 Keith Bldg., Cleveland 15, O.
Hansen, Joseph C. Co., 423 W. 43rd St., New York 18, N. Y.
Houston Scenic Studios, 7026 Sherman Ave., Houston, Texas

Kanney, Charles H., Studios, Inc., 1440 Broadway, New York 18, N. Y.
KNOXVILLE SCENIC STUDIOS, 609 Phillips Ave., Knoxville 4, Tenn.
Maharam Fabric Corp., 130 W. 46th St., New York 19, N. Y.
Manko Fabrics Co., 247-213 Jamaica Ave., Bellrose, L. I., N. Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb.
H. R. MITCHELL, INC., Hartselle, Ala.
Mosaic Tile Co., The, Zanesville, O.
National Studios, 145 W. 45th St., New York 19, N. Y.
Northwest Scenic Studios, 607 Marshall St., N. E., Minneapolis, Minn.
NOVELTY SCENIC STUDIOS, INC., 426-432 E. 91st St., New York 28, N. Y.
PARAMOUNT DECORATING CO., Inc., 311 N. 13th St., Philadelphia 7, Pa.
Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19, N. Y.
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Sebcio, Inc., 1011 Curie Ave., Minneapolis, Minn.
Stevens, Frank W. Co., 544 Newbury St., Boston, Mass.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill.
Theatre Production Service, 1430 Broadway, New York 18, N. Y.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

DEODORANTS

(See EXTERMINATOR SUPPLIES AND SERVICES)

DESKS AND OFFICE EQUIPMENT

Remington-Rand, Inc., 315 4th Ave., New York 10, N. Y.
Yawman and Erbe Mfg. Co., 1099 Jay Street, Rochester 3, N. Y.

DIMMER EQUIPMENT

(See SWITCHBOARDS)

DISPLAY FRAMES

Alto Mfg. Co., 1647 Wolfram St., Chicago 13, Ill.
Art In Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Beach Co., The, Coshocoon, O.
Champion Metal Moulding Corp., 234 E. 151st St., New York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York 19, N. Y.
Peoples Display & Frame Co., 1515 W. Olympic Blvd., Montebello, Calif.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnie Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Romar Vide Co., Chetek, Wisconsin
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind.
Kawneer Co., 2510 Front St., Niles, Mich.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago 18, Ill.
Norton Lasier Co., Inc., 466 W. Superior St., Chicago, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britain, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indianapolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn.

DRAPERIES

(See DECORATION)

DRAPERY AND WALL COVERINGS

(See DECORATION)

DRINKING CUPS

(See CUPS, PAPER)

DRINKING FOUNTAINS

Ebeo Mfg. Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Puro Filter Corp. of America, 440 Lafayette St., New York 3, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

EMERGENCY LIGHTING

Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Fairbanks, Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
Lamplighter Products Co., 95 Atlantic Ave., Brooklyn, N.Y.
Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis, Minn.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
U-C Lite Co., 1050 Hubbard St., Chicago, Ill.

EXTERMINATOR SUPPLIES

AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O.
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind.
Chemical Insecticide Corp., 57 13th St., Brooklyn 15, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Lundy, E. A., Inc., 420 Lexington Ave., New York 17, N. Y.
Sani-Toil Labs., 121 Main St., Joplin, Mo.
Todd Shipyards Corp., 81-16 45th Ave., Queens, N. Y.
Welch Equipment Co., 224 S. Michigan Ave., Chicago, Ill.
West Disinfecting Co., 42-16 West Street, Long Island City, N. Y.

FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn.
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24, Md.
Habitant Fence Co., Bay City 21, Michigan.

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis, Minn.
Neumade Products Corp., 427 W. 42nd St., New York 18, N. Y.

FIRE EXTINGUISHERS

American LaFrance-Foamite Corp., 100 E. LaFrance St., Elmira, N. Y.
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn.
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia 25, Pa.

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford 6, Conn.

FIRE SHUTTERS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.

FLOODLIGHTS

(See LIGHTING FIXTURES)

FLOORING MATERIALS

Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearney, N. J.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, D.
Goodyear Tire and Rubber Co., Inc., flooring div., 600 W. 58th St., New York 19, N. Y.

Market Guide—(Cont'd)

Homasote Co., Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co., Watertown, Mass.
Marble Institute of America, 108 Forster Ave., Mount Vernon, N. Y.
Mosaic Tile Co., Zanesville, Ohio
National Terrazzo and Mosaic Assn., 1420 New York Ave., N. W., Washington 5, D. C.
Sloane-Blabon Corp., 295 5th Ave., New York 16, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke St., Milwaukee, Wis.
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill.

FLOOR AND TABLE LAMPS

(See LIGHTING FIXTURES)

FLUORESCENT PAINT AND LIGHTING

Black Light Products Co., 67 E. Lake St., Chicago 1, Ill.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Stroblite Co., 35 W. 52nd St., New York 19, N. Y.
Switzer Bros., 4732 St. Clair Ave., Cleveland, O.

FOOTLIGHTS

(See LIGHTING FIXTURES)

FRONTS

Davidson Enamel Products Co., 450 E. Kibby St., Lima, O.
Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati 32, O.
Kawncer Co., 2510 Front St., Niles, Mich.
Poblocki, Ben B. Sons and Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Seaporcel Porcelain Metals, Inc., 28-20 Borden Ave., Long Island City 1, N. Y.
Toledo Porcelain Products Co., 2275 Snead Ave., Toledo, O.

FURNITURE

HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago 1, Ill.

GENERATORS

Automatic Devices Co., 116 N. 8th St., Allentown, Pa.
BALLANTYNE CO., THE, 1707 Davenport St., Omaha, Neb.
CINEMATIC CORP., 122 Washington St., Bloomfield, N. J.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, O.
Imperial Electric Co., 34 Ira Ave., Akron, O.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
ROBIN, J. E., INC., 267 Rhode Island Ave., E. Orange, N. J.

GLASS, STRUCTURAL

Libbey-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo 3, O.
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Prest-Glass, Inc., 8 E. 12th St., New York, N. Y.

HAND DRYERS

Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill.
ELECTRIC-AIRE ENGINEERING CORP., 209 W. Jackson Blvd., Chicago, Ill.

HAND RAILS

(See CROWD CONTROL EQUIPMENT)

HEARING AIDS

Dictograph Products Co., Inc., 580 5th Ave., New York 19, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y.
Telesonic Theatrephone Corp., Times Square Bldg., New York 18, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.

HEATERS (IN-CAR)

Arvin Industries, Columbus, Ind.
Theatrecraft Manufacturing Corp., 1878 E. 18th St., Cleveland 17, O.

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Market Guide—(Cont'd)

HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill.
American Radiator and Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn.
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo.
U. S. Radiator Co., 535 Griswold St., Detroit, Mich.

ICE CUBE MAKERS

Baker Refrigeration Corp., South Windham, Me.

INSECT CONTROL SYSTEMS

Drtjen Corp., 303 W. 42nd St., New York.
Dyna Fog Corp., Dayton Municipal Airport, Dayton, O.
Magic Fog, Inc., Cissna Park, Ill.
Todd Shipyards Corp., 81-16 45th Ave., Queens, N. Y.
Welch Equipment Co., 224 S. Michigan Ave., Chicago, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

INSULATION, ACOUSTICAL-THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago 22, Ill.
Alfol Insulation Co., Chrysler Bldg., New York, N. Y.
Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Formica Insulation Co., 4654 Spring Grove Ave., Cinn. 32, Ohio.
Hall, G. R. and Sons, 516 5th Ave., New York, N. Y.
Homasote Co., Fernwood Ave., Trenton 3, N. J.
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn.
Jolus-Manville Corp., 22 E. 40th St., N. Y. C. 16, N. Y.
Keasbey and Mattison Co., Ambler, Pa.
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O.
Kimberly-Clark Corp., Neenah, Wis.
Marsh Wall Prods. Co., 4682 Main, Dover, Ohio.
National Gypsum Co., 325 Delaware St., Buffalo 2, N. Y.
Owens-Corning Fiberglas Co., 2033 Nicholas Bldg., Toledo 1, O.
PermaStone Co., 719 Hudson St., Columbus, Ohio.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J.
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill.
U. S. Plywood Corp., 55 W. 44th St., New York 18, N. Y.
U. S. Rock Wool Co., 40 S. Main, Salt Lake City 1, Utah
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago 3, Ill.
Wood Conversion Co., 1st National Bldg., St. Paul 1, Minn.

INTERCOMMUNICATING TELEPHONES

R. W. Neill Co., 1811 Carroll Ave., Chicago 12, Ill.
Operadio Mfg. Co., St. Charles, Ill.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

JANITOR SUPPLIES

Afta Solvents Corp., 470 W. 128th St., New York 27, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Fuller Brush Co., The, Main St., Hartford, Conn.
Holcomb, J. I. Mfg. Co., 1601 Barth Ave., Indianapolis, Ind.
Horn, A. C. Co., 43-36 Tenth St., Long Island City 1, N. Y.
Hospital Specialty Co., The, 1991 E. 66th St., Cleveland 3, O.
Kinner Products Co., E. Broad St., Pataskala, O.
Morton Salt Co., 310 S. Michigan Ave., Chicago 4, Ill.
Sanitex Co., 14182 Meyers Rd., Detroit 27, Mich.
Strauhel Paper Co., Green Bay, Wis.
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago 12, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

LADDERS

American Ladder Co., 5235 S. Keeler Ave., Chicago, Ill.
Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City 1, N. Y.
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati 6, O.
R. D. Werner Co., 595 5th Ave., New York, N. Y.

LAMPS, INCANDESCENT OR FLUORESCENT

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
Save Electric Corp., 615 Front St., Toledo 5, O.
Sharlin Bros., 115 Ewing St., Trenton, N. J.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
Sylvania Electric Products, Inc., 500 5th Ave., New York 18, N. Y.
Tung-Sol Lamp Works, Inc., 95 8th Ave., Newark 4, N. J.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.

LENSES

American Optical Co., 19 Doat St., Buffalo 11, N. Y.
BAUSCH AND LOMB OPTICAL CO., 635 St. Paul St., Rochester 2, N. Y.
Walter Futter, 511 5th Ave., New York 17, N. Y.
Hex Optical Co., 690 Portland St., Rochester 5, N. Y.
KOLLMORGEN OPTICAL CORP., 2 Franklin Ave., Brooklyn 11, N. Y.
NATIONAL SCREEN SERVICE CORP., 1600 Broadway, New York 19, N. Y.
Pacific Optical Corp., 5965 W. 98th St., Los Angeles, Calif.
PROJECTION OPTICS CO., INC., 330 Lyell Ave., Rochester 6, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
RCA THEATRE EQUIPMENT DIV., Camden, N. J.
Wolleusak Optical Mfg. Co., 850 Hudson Ave., Rochester, N. Y.
Zenith Optical Co., Huntington, W. Va.

LIGHTING

Allbrite Electric Co., 3917 Kedzie Ave., N., Chicago, Ill.
Black, M., Mfg. Co., 300 N. 3rd St., Philadelphia 6, Pa.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Capitol Stage Lighting Co., 527 W. 45th St., New York 19, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
J. H. Channon Co., 1455 Hubbard, Chicago, Ill.
Clancy, J. R., Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Grimes Mfg. Co., Urbana, O.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Hub Electric Co., 2225 Grand Ave., Chicago 12, Ill.
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Major Equip. Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.
Spero Electric Corp., 18222 Lanken, Cleveland 19, O.
Sperti, Inc., Norwood Station, Cincinnati 12, O.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.
Sumnerour and Devine, Inc., 115 W. 17th St., Kansas City 8, Mo.
Taito, Ltd., 39 E. 50th St., New York, N. Y.
Tiffin Scenic Studios, Tiffin, O.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Winston, Charles J. and Co., Inc., 2 W. 47th St., New York, N. Y.

LIGHTING (DRIVE-INS)

BALLANTYNE CO., 1712 Jackson, Omaha, Nebr.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Clancy, J. R., Inc., 1010 Belden Ave., Syracuse 4, N. Y.
DAWO CORP., 145 N. Erie St., Toledo 2, Ohio
DIT-MCO, INC., 505 W. 9th St., Kansas City 5, Mo.
Federal Electric Products Co., Wm. Wurdack div., 50 Paris St., Newark, N. J.
FIRST AMERICAN PRODUCTS, INC., 1717 Wyandotte St., Kansas City 8, Mo.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.

LOBBY HARDWARE

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.

Apex Brass and Bronze Works, Inc., 116 Walker St., New York 13, N. Y.
Art In Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Compo Corp., 2257 W. St. Paul Ave., Chicago 47, Ill.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Lawson, F. H. Co., Evans and Whateley Sts., Cincinnati 4, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Smokador Mfg. Co., Inc., Nelson St., Bloomfield, N. J.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

MAGAZINES

CENTURY PROJECTOR, 729 7th Ave., N. Y. C., N. Y.
CINEMATIC CORP., 122 Washington St., Bloomfield, N. J.
BALLANTYNE CO., 1712 Jackson, Omaha, Nebr.
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill.
FOREST-HARRISON, INC., 122 Washington St., Bloomfield, N. J.
MOTIOGRAPH, INC., 4431 W. Lake, Chicago, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
RCA THEATRE EQUIP. DIV., Camden, N. J.
Strobl Dodge, P. O. Box 24, Cinn. 30, O.
Wenzel Projector, 2505 S. State, Chicago, Ill.

MARQUEES

(See SIGNS AND MARQUEES)

MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
American Mat Corp., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Brabrook, A. N., 424 Madison Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Lorraine Rubber Engineering Corp., 286 Fifth Ave., New York 1, N. Y.
Musson R. C. Rubber Co., 10 S. College Ave., Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood 38, Calif.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

MURALS

(See DECORATION)

ORNAMENTAL METALWORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artercraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

PAINT

FIRST AMERICAN PRODUCTS, INC., 1717 Wyandotte St., Kansas City 8, Mo.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 7, N. Y.
Pabco Products, Inc., 475 Braman St., San Francisco 19, Calif.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
Tnemec Co., Inc., 124 W. 23rd Ave., Kansas City, Mo.

PLAYGROUND EQUIPMENT (Drive-Ins)

Ahrens Mfg. Co., Inc., Grinnell, Iowa.
Allan Herschell Co., North Tonawanda, N. Y.
AMERICAN PLAYGROUND DEVICE CO., Anderson, Ind.
Bally Mfg. Co., 2640 Belmont, Chicago 18, Ill.
Burke, J. E., Co., Fond du Lac, Wis.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., K. C., Mo.
Everwear Mfg. Co., Springfield, Ohio.
Ewart, H. E., Co., 707 E. Greenleaf St., Compton, Cal.

Market Guide—(Cont'd)

Exhibit Supply Co., 4218 W. Lake St., Chicago 24, Ill.
 General Playground Equipment Co., 1133 S. Courtlandt, Kokomo, Ind.
 Gunyon Enterprises, N. Columbus St., Frankfort, Ind.
 Hill Playground Equipment Co., Grand Prairie, Texas.
 Jill Gym Co., 410 Missouri Ave., Ft. Worth, Texas.
 King Amusement Co., Mt. Clemens, Mich.
 MINIATURE TRAIN CO., Rensselaer, Ind.
 MIRACLE WHIRL SALE CO., Grinnell, Iowa.
 Murdock Mfg. Co., 4056 Del Rey Ave., Venice, Calif.
 National Amusement Device Co., 39 Hatfield Ave., Dayton 7, O.
 NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 7, N. Y.
 Recreation Equipment Co., 724 W. 8th St., Anderson, Ind.
 Standard Kiddie Ride Co., 201 E. Broadway, Long Beach, L. I., N. Y.
 Standard Playground Equipment Co., Anderson, Ind.

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.
 Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
 Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
 Kohler Co., Kohler, Wis.
 Safeway Sanitation Co., 75 Argyle Rd., Eggertsville 21, N. Y.
 Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
 Spertz Sanitary Seat Co., 123 14th Ave., S., Minneapolis, Minn.
 Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.

POPCORN MACHINES

ABC Popcorn Co., 3441 W. North Ave., Chicago 47, Ill.
 American Popcorn Co., Sioux City 6, Iowa.
 Atkins Popcorn Co., 1014 S. Lamar St., Dallas, Tex.
 Auto-Vend, Inc., P. O. Box 5998, Dallas, Tex.
 Blevins Popcorn Co., P. O. Box 278, Nashville 2, Tenn.
 CRETORS, C. AND CO., 630 W. Cermak Rd., Chicago, Ill.
 Dunbar and Co., 2632 W. Lake St., Chicago 12, Ill.
 Farmer Boy Corn and Equip. Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.
 Geisler, J. R. and Assoc., 8804 Hollywood Blvd., Hollywood, Cal.
 Gold Medal Products Co., 318 E. 3rd St., Cincinnati 2, O.
 J and N Popcorn Specialties, 1451 W. 69th St., Chicago, Ill.
 Krispy Kist Korn Machine Co., 120 Halsted St., Chicago 6, Ill.
 Long-Falks Co., 27 Primrose Ave., Springfield, O.
 MANLEY, INC., 1920 Wyandotte St., Kansas City 8, Mo.
 NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
 Pronto Popcorn Sales, Inc., 702 Beacon St., Boston, Mass.
 Salkin, M. A., 1325 S. Wabash St., Chicago, Ill.
 STAR MFG. CO., 6300 St. Louis Ave., St. Louis 20, Mo.
 Supurdisplay, Inc., 1324 W. Wisconsin Ave., Milwaukee, Wis.
 Viking Popcorn Machines, Inc., 1001 N. Vermont Ave., Los Angeles 27, Calif.
 West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

POPCORN SUPPLIES

American Popcorn Co., Sioux City 6, Iowa
 Best Foods, Inc., 1 East 43rd Street, New York 17, N. Y.
 Capital City Prods., West 1st and Perry, Columbus, Ohio.
 Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.
 MANLEY, INC., 1920 Wyandotte St., Kansas City 8, Mo.
 NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
 Farmer Boy Corn & Equipment Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.
 Rex Specialty Bag Corp., 101 Onderdonk St., Brooklyn 6, N. Y.
 C. F. SIMONINS SONS, INC., Belgrade and Tioga Sts., Philadelphia, Pa.

POPCORN WARMERS

(See POPCORN MACHINES)

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Metro Premium, 334 W. 41th St., New York, N. Y.
 Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
 Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
 West Bend Aluminum Co., West Bend, Wis.

PROJECTION LAMPS

ASHCRAFT, C. S. MFG. CO., 3632 38th St., Long Island City 1, N. Y.
 BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
 Forest-Harrison, Inc., 207 Railroad Ave., Harrison, N. J.
 McAnley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
 MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
 NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
 RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
 STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

PROJECTOR INTERLOCKS

BALLANTYNE CO., 1712 Jackson Ave., Omaha, Nebr.
 CENTURY PROJECTOR, 729 7th Ave., N. Y. C., N. Y.
 MOTIOGRAPH, INC., 4431 W. Lake, Chicago, Ill.
 Natural Vision Corp., 1710 N. LaBrea, Hollywood Calif.

PROJECTORS

BALLANTYNE CO., 1712 Jackson St., Omaha, Neb.
 CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.

DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
 INTERNATIONAL PROJECTOR CORP., 55 LaFrance Ave., Bloomfield, N. J.
 MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 34, Ill.
 RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
 Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
 Wenzel Projector Co., 2505-19 S. State St., Chicago 16 Ill.

PROJECTORS, 16mm.

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 RCA, Camden, N. J.

RECTIFIERS

ASHCRAFT, C. S. MFG. CO., 3632 38th St., Long Island City 1, N. Y.
 Balzor Electric Co., 4355 Duncan Ave., St. Louis 10, Mo.
 BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
 Continental Electric Co., 715 Hamilton St., Geneva, Ill.
 FOREST-HARRISON, INC., 122 Washington St., Bloomfield, N. J.
 Garver Electric Co., 327 Carter St., Union City, Ind.
 Gordos Corp., 86 Shipman St., Newark 2, N. J.
 J. E. ROBIN, 267 Rhode Island Ave., E. Orange, N. J.

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Market Guide—(Cont'd)

Kneisley Electric Co., 333 Woodruff St., Toledo 3, O.
McColpin-Christie Corp., Ltd., 4922 S. Figueroa St., Los Angeles 37, Calif.
Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 34, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Revall Mfg. Co., 5217 Euclid Ave., Cleveland 3, Ohio.
Richardson-Allen Corp., 15 W. 20th St., New York 11, N. Y.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

REELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
General Devices & Eng. Co., 1147 N. McCadden Place, Hollywood 38, Cal.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Griswold Machine Works, Port Jefferson, N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Neumade Prods. Co., 427 W. 42nd St., N. Y. C., N. Y.
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.
Wenzel Projector, 2505 S. State St., Chicago 16, Ill.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

REFLECTORS

BAUSCH AND LOMB OPTICAL CO., 625 St. Paul St., Rochester, N. Y.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.
Heyer-Shultz, Inc., 89 Orange Rd., Montclair, N. J.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

REFRIGERATION UNITS

(FOOD, CANDY, ICE CREAM)

Baker Refrigeration Corp., South Windham, Me.
General Electric Co., air cond. div., 5 Lawrence St., Bloomfield, N. J.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Mills Industries, 4110 W. Fullerton Ave., Chicago, Ill.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.
Reco Products Corp., refrigeration engr. div., 2020 Naudain St., Philadelphia, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

REVERSIBLE COLLARS

Reversible Collar Co., 111 Putnam Ave., Cambridge, Mass.
Troy Novelty Co., 5 Union St., Troy, N. Y.

REWINDS

(See REELS)

SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburg, Fla.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis, Minn.
Mosler Safe Co., 320 5th Ave., New York 1, N. Y.

SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

SCREENS

Bodde Screen Co., 8829 Venice Blvd., Los Angeles 34, Calif.
Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago 39, Ill.
Hurley Screen Co., 96-17 Northern Blvd., Corona, L. I., New York.
National Theatre Screen Refinishing Co., 129 Zenner St., Buffalo 11, N. Y.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.
Nu-Screen Corp., 1501 Broadway, New York 18, N. Y.
Perkins Theatre Supply, 505 Pearl St., Buffalo, N. Y.

Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.
J. E. ROBIN, INC., 267 Rhode Island Ave., East Orange, N. J.
B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
VOCALITE SCREEN CORP., 19 Debevoise Ave., Roosevelt, N. Y.
Trans-Lux Corp., 1270 Avenue of the Americas, New York, N. Y.
Theatre Equipment Co. of America, 107 Michigan St., Toledo, O.
Walker-American Corp., 2665 Delmar Blvd., St. Louis 6, Mo.
Williams Screen Co., 1620 Summitt Lane Blvd., Akron, O.

SCREEN FRAMES

Artraft Strauss Sign Co., 830 12th Ave., N. Y. 19, N. Y.
BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
H. R. MITCHELL & CO., Hartselle, Ala.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
FIRST AMERICAN PRODUCTS, INC., 1717 Wyandotte St., Kansas City 8, Mo.
Hollywood Curvescope Frame Co., 2311 Foshay Towers, Minneapolis 2, Minn.
KNOXVILLE SCENIC STUDIOS, 609 Phillips Ave., Knoxville 4, Tenn.
RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.
UNISTRUT PRODUCTS CO., 1013 W. Washington Blvd., Chicago 7, Ill.

SCREEN RESURFACERS

(INDOOR—DRIVE-INS)

DIT-MCO, 505 W. 9th St., Kansas City 5, Mo.
EPRAD, 1206 Cherry St., Toledo, Ohio
National Theatre Screen Resurfacing, 129 Zenner St., Buffalo, N. Y.
NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
Open-Air Development Corp. of America, 82 Newbury St. Boston 16, Mass.
RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.
Tnemec Co., 124 W. 23rd St., North Kansas City, Mo.
Tropical Paint & Varnish Co., 1246 W. 70th St., Cleveland 2, Ohio.
VOCALITE SCREEN CORP., 19 Debevoise Ave., Roosevelt, N. Y.

SCREEN TOWERS (DRIVE-INS)

BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
DIT-MCO, 505 W. 9th St., Kansas City 5, Mo.
Drive-In Construction, Inc., 475 5th Ave., New York, N. Y.
Elizabeth Iron Works, Green Lane, Elizabeth, N. J.
FIRST AMERICAN PRODUCTS, INC., 1717 Wyandotte St., Kansas City 8, Mo.
Mesker, George L., Steel Corp., Evansville, Ind.
Poblocki & Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Rileo Laminated Products, Inc., 332 Minnesota St., St. Paul 1, Minn.
Theatre Equipment Co. of America, 107 Michigan St., Toledo, O.
Timber Structures, Inc., P. O. Box 3782, Portland 8, Ore.

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.
Bahn, L., Co., 123 W. Canton St., Boston 18, Mass.
Beach Co., Coshocton, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
DAWO CO., 145 N. Erie St., Toledo 2, O.
DIT-MCO, 505 W. 9th St., Kansas City 5, Mo.
FIRST AMERICAN PRODUCTS, INC., 1717 Wyandotte St., Kansas City 8, Mo.
Federal Electric Co., Inc., 8700 S. State St., Chicago 19, Ill.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

SIGN LETTERS

(See SIGNS AND MARQUEES)

SIGNS AND MARQUEES

Adler Silhouette Letter Co., 3021 W. 36th St., Chicago 32, Ill.
Bellows Electric Sign Corp., 861 E. Tallmadge Ave., Akron 10, O.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wis.
Falk Glass Products Co., 5 Union Square, W., New York 3, N. Y.
FIRST AMERICAN PRODUCTS, INC., 1717 Wyandotte St., Kansas City 8, Mo.
Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kreiss Sign Co., Inc., 853-57 Washington St., Buffalo, N. Y.
Long Sign Co., 840 W. Baltimore, Detroit, Mich.
Monroe Sign Corp., 257-59 Hackensack St., East Rutherford, N. J.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Triple-S Supply Co., 206 First St., San Francisco, Cal.
WAGNER SIGN SERVICE, Inc., 218 S. Hoyne Ave., Chicago 12, Ill.

SLIDES

NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.

SOUND EQUIPMENT

Ampex Electric Corp., 934 Charter St., Redwood City, Calif.
Atlas Sound Corp., 1451 39th St., Brooklyn 18, N. Y.
ALTEC LANSING MFG. CO., 1210 Taft Bldg., Hollywood 28, Calif.
BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, O.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Dayton Acme Co., 930 York St., Cincinnati 14, O.
FAIRCHILD RECORDING EQUIPMENT, Motion Picture Sound Div., Whitestone 57, N. Y.
Hallen Corp., 122 Washington St., Bloomfield, N. J.
INTERNATIONAL PROJECTOR CORP., 55 La France Ave., Bloomfield, N. J.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
Magnasonic Mfg. Co., 5517 Satsuma Ave., N. Hollywood, Calif.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
Natural Sound Corp., 1710 N. LaBrea, Hollywood 46, Cal.
Operadio Mfg. Co., St. Charles, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
ROBIN, J. E., INC., 330 W. 42nd St., New York 18, N. Y.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
WESTREX CORP., 111 8th Ave., New York, N. Y.

SOUND EQUIPMENT SERVICE

ALTEC SERVICE CORP., 161 6th Ave., New York 13, N. Y.
RCA SERVICE CO., Camden, N. J.

SPEAKER CORDS, CABLES

General Electric Co., Electronic Dept., Syracuse, N. Y.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Kooled Kords, Inc., 1565 Dixwell Ave., New Haven, Conn.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Wheeler Insulated Wire Co., 1118 E. Aurora St., Waterbury 20, Conn.

SPEAKER WIRE, CABLES

(Formerly Coiled Speaker Wires)

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPEAKERS (IN-CAR)

Autocrat, Inc., P. O. Box 37, Dayton View Station, Dayton, O.

Market Guide—(Cont'd)

BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.

DAWO CO., 145 N. Erie St., Toledo 2, O.
DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
Diecast Aluminum Speakers, Inc., 2027 S. 2nd St., St. Louis 4, Mo.
DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
Drive-In Theatre Equipment Co., Inc., 2130 Superior Ave., Cleveland 14, O.
EPRAD, 109 Michigan St., Toledo, Ohio.
G. E. Electronic Div., Syracuse, N. Y.
FIRST AMERICAN PRODUCTS, INC., 1717 Wyandotte St., Kansas City 8, Mo.
INTERNATIONAL PROJECTOR CORP., 55 LaFrance Ave., Bloomfield, N. J.
Jensen Mfg. Co., 6601 S. Laramie, Chicago 38, Ill.
Minneapolis Speaker, 2312 Cedar Ave., Minneapolis, Minn.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.

Oxford Electric Co., 3911 S. Michigan, Chicago 5, Ill.
Permaflux Corp., 4900 W. Grand, Chicago 39, Ill.
Quam Nichols, 33rd Place and Cottage Grove, Chicago 16, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
ROBIN, J. E., INC., 330 W. 42nd St., New York 18, N. Y.
Tarrytown Metalcraft Corp., Tarrytown, N. Y.
THEATRE EQUIPMENT CO., 107 Michigan St., Toledo, O.
Theatre Mfg. Corp., 1878 E. 18th St., Cleveland 14, O.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles, Calif.

WESTREX CORP., 111 8 Ave., New York.

SPEAKERS (IN-CAR) POSTS
DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
Sonken-Galamba, Inc., Riverview at Second St., Kansas City 18, Kansas.

SPEAKERS (IN-CAR) POSTS

DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
Sonken-Galamba, Inc., Riverview at Second St., Kansas City 18, Kansas.

SPEAKER RECONING

BALLANTYNE CO., 1707 Davenport St., Omaha, Nebr.
DAWO CORP., 145 N. Erie St., Toledo 2, Ohio
DIT-MCO, 505 N. 9th St., Kansas City 5, Mo.
FIRST AMERICAN PRODUCTS, INC., 1717 Wyandotte St., Kansas City 8, Mo.
Minneapolis Speaker Reconing Co., 2312 Cedar Ave., Minneapolis, Minn.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
Western Electronic Co., 3311 Houston Ave., Houston, Tex.

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York 19, N. Y.
Genarco, Inc., 97-04 Sutphin Blvd., Jamaica 35, N. Y.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
STRONG ELEC. CORP., 87 City Park Ave., Toledo, O.

STAGE HARDWARE

Automatic Devices Co., 116 N. 8 St., Allentown, Pa.
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Vasconcellos, Joseph, Inc., 43-15 Dutch Kills St., Long Island City 1, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

STAGE LIGHTING

(See LIGHTING FIXTURES)

STAGE RIGGING

(See STAGE HARDWARE)

STAIR TREADS

American Mat Corp., 2018 Adams St., Toledo 2, O.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
Safe Tread Co., 30 Vesey St., New York 7, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

STEREOPTICONS

GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Place, St. Louis, Mo.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Federal Electric Products Co., Wm. Wurdack div., 50 Paris St., Newark, N. J.
General Radio Co., 275 Massachusetts Ave., Cambridge 39, Mass.

Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.

Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Time-O-Matic Co., Danville, Ill.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y.

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River St., Rockford, Ill.
Johnson Service Co., 507 E. Michigan St., Milwaukee 2, Wis.
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S. Minneapolis 8, Minn.

THEATRE TELEVISION

Air Marshall Corp., 12 E. 44th St., New York, N. Y.
DuMont, Allen B. Labs., Inc., Passaic, N. J.
Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne 1, Ind.
General Precision Labs., 63 Bedford Rd., Pleasantville, N. J.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
Paramount, Inc., 1501 Broadway, New York, N. Y.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Tele-Screen Corp., 1231 Race St., Philadelphia 7, Pa.
Trad Television, Asbury Park, N. J.

TICKET CHOPPERS

GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

TICKET ISSUING MACHINES

(See BOXOFFICE EQUIPMENT)

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York 3, N. Y.
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
Keller Ansell Ticket Co., 723 7th Ave., New York 19, N. Y.
National Ticket Co., 201 Pearl St., Shamokin, Pa.
Toledo Ticket Co., 116 Erie St., Toledo, O.

TILE STRUCTURAL

AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271, Lansdale, Pa.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Arketex Ceramic Corp., Brazil, Ind.
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati 15, O.
Mosaic Tile Co., Zanesville, O.
National Fireproofing Corp., 202 E. Ohio St., Pittsburgh 12, Pa.
National Tile Co., 1200 E. 26th St., Anderson, Ind.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill.
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O.

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, FEATURE AND SPECIAL

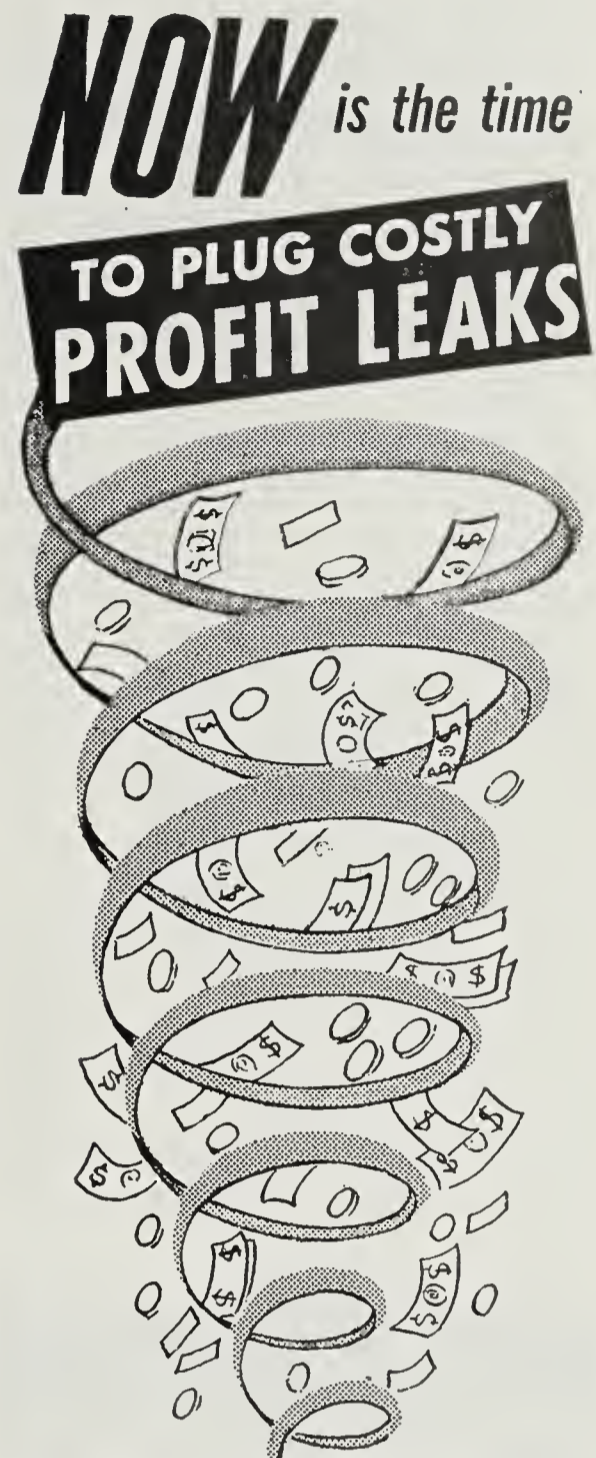
Filmack Trailer Co., 1327 S. Wabash Ave., Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.
Welgot Trailer Service, 630 9th Ave., New York 19, N. Y.

TURNSTILES

Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.

UNDERGROUND CABLE (DRIVE-INS)

BALLANTYNE CO., 1707 Davenport St., Omaha, Nebr.
Crest Wire, 113 W. 42nd St., New York, N. Y.
DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
FIRST AMERICAN PRODUCTS, INC., 1717 Wyandotte St., Kansas City 8, Mo.
Simplex Wire and Cable Co., 79 Sidney St., Cambridge, Mass.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Wheeler Ins. Wire Co., 1118 E. Aurora St., Waterbury 20, Conn.
Whitney-Blake Co., New Haven, Conn.



In Your Admissions Control System

If there ever was a time when the Motion Picture Industry NEEDS every dollar that comes to its door—that time is now.

Revenue lost through ticket manipulation or employee connivance can doom your operation. (Last year, America's theatres lost over 15 million dollars through improper ticket handling.)

Make sure your theatre's admissions control system is *profit-tight* . . . with Automatic Register and Ticketaker, to give you effective control both in the box office and at the door! Write for full information.

GENERAL REGISTER CORP.

43-01 Twenty-Second Street
Long Island City 1, N. Y.
1018 S. Wabash Ave., Chicago 5, Illinois

Cheesman Named RCA Eastern Field Sales Representative

CAMDEN, N. J.—The appointment of William E. Cheesman as field sales representative for RCA theatre products in the eastern and northeastern regions was revealed by J. F. O'Brien, theatre equipment sales manager, Engineering Products division, Radio Corporation of America. Cheesman succeeds Bernard Sholtz who has retired after serving RCA in the same territory for more than a quarter of a century.

Product manager for RCA theatre carpet and chairs for the last three years, Cheesman now assumes responsibility for sales of RCA theatre sound systems, projectors, speakers, screens, carpets, and chairs in the eastern-northeastern region. This area includes such major theatre centers as New York, Philadelphia, Washington, Boston, Pittsburgh, and Buffalo. Prior to 1951, he was for six years supervisor of order service for RCA theatre equipment. He has been with RCA since 1930.

Cool Profits

(Continued from page PT-12)

is cooled by water, which condenses the hot gas in the tube to a liquid, at high pressure. This liquid flows to the receiver and thence through liquid lines to expansion valves, which, essentially, are needle valves. The valves allow only a small discharge of the refrigerant to flow through the cooling coils or evaporator. Here pressure is reduced. The liquid expands, becomes gas, and the temperature drops.

As the refrigerant comes through the cooling coil, it is vaporized by the heat of the coil. (The heat is from the air of the theatre, the air that will be redistributed.) This gas flows back to the compressor through the suction line, and the cycle is repeated.

The Compressor

The compressor is the most vital part of the entire cooling system. It requires experience, intelligent handling. The crankcase of most compressors is fitted with an oil-level gauge or bullseye. The crankcase must hold just the right amount of oil. Too little oil will cause the bearings and other moving parts to bind. This condition, of course, will occasion excessive wear and overload on the motor.

On the other hand, over-filling of the crankcase will cause slugs of oil to be tossed about—and pounding. A noisy condition will result too, from broken compressor valves. These can be detected by testing for temperature differences in the cylinder heads.

The Condenser

Heat removal is the condenser's job. The heat must be taken away from the refrigerant in order that it can be converted from a gas to a liquid. There are three types of condensers: air, water, and evaporative. In theatres, the evaporative type is used most commonly.

Since it combines the functions of the air and water types, the evaporative condenser is similar in its maintenance needs; and tips for its care will apply to all three types. The evaporative condenser takes away large quantities of heat by using very little mechanically circulated water and air. As a result, less power is required to run the system.

To get the utmost out of this most efficient piece of apparatus, it is good practice to treat the water with a softening solution. This will help to keep the solid matter from forming scales on the coils. A shortage of water over the coils will cause high head pressure and short cycling.

Short cycling can be due to dirt in spray heads, to a stoppage of the circulating pump on the condenser, or fans, strainers, and coils. It is difficult to over-emphasize the importance of keeping the cooling coils, over which the air is passed, free from dust and dirt. Dirt acts as an insulation. A heavy crust of it can be removed properly only by using a high-pressure spray treated with a cleansing agent.

Care, too, should be exercised in seeing to it that the condensation pan drains are open. Stagnant pans will give off unpleasant odors. And an overflow would be damaging to the building.

These selected tips on maintenance, make it very plain that: there are a vast number of "bugs" that can foul up complex air conditioning equipment; preventive maintenance is the most economical way of taking care of the air conditioning plant; and when something does go wrong, the quickest way to get the machinery fixed and the surest way to avoid high blood pressure is to reach for the telephone and call up the nearest theatre maintenance engineer.

Market Guide—(Cont'd)

VACUUM CLEANERS

Ace Co., 122 W. Washington St., Ocala, Fla.
 Allen Billmyre div., Lamson Corp., 425 Lamson St., Syracuse 1, N. Y.
 Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.
 Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago 38, Ill.
 Eureka Vacuum Cleaner Co., Bloomington, Ill.
 General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn.
 Health-Mor, Inc., 203 N. Wabash St., Chicago, Ill.
 Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.
 Hoover Co., 8 S. Michigan Ave., Chicago 3, Ill.
 Ideal Industries, Inc., Sycamore, Ill.
 Kent Co., Inc., 174 Canal St., Rome, N. Y.
 Pullman Vacuum Cleaner Co., 33 Allerton St., Boston, Mass.
 Multi-Clean Prods., 2277 Ford Pkwy., St. Paul 1, Minn.
 National Super Service Co., 1946 N. 13th St., Toledo, O.
 Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
 Spencer Turbine Co., 486 New Park Ave., Hartford, Conn.
 Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.
 Westinghouse Electric Corp., 983 Page Blvd., E., Springfield, Mass.

VENTILATING SYSTEMS

(See AIR CONDITIONING)

VIEWERS, 3-D

Polacoat Co., Cincinnati, Ohio.
 Pola-Lite Co., 19 Rector St., New York, N. Y.
 Polaroid Corp., 730 Main St., Cambridge 39, Mass.
 NATIONAL FILM SERVICE, 630 9th Ave., N. Y. C., N. Y.
 NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
 RADIO CORP. OF AMERICA, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
 Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

Device From J. E. Robin Improves Rectifier Operation

EAST ORANGE, N. J.—A newly patented electronic attachment, called Robin Ro-Ro now permits standard 3-phase rectifiers to operate off single-phase lines with satisfactory results, according to the makers and distributors, J. E. Robin, Inc.

It is claimed that this device will be of particular value in rural areas where single-phase operation of high-amperage rectifiers for motion picture projection service has not been too successful because of flicker.

Step In Right Direction

(Continued from page PT-10)

The balcony can become a paying proposition, however, by making it as convenient to reach as the main floor, and by keeping it in spotless condition, and well-policed. Ushers should be attentive and helpful and the balcony merchandised so that it will draw patrons. Those seats are there, so why not sell them, not once but several times a day? Price is the big selling factor, and it works best in combination with comfort, convenience, and accessibility. The use of escalators can help a theatre to get more of that ever-increasingly important segment of the market, the 60 to 70 years of age group. It will also help add prestige and class to the theatre, and most important of all, it will help to fill the entire house.

The Biggest Values in
MODERN THEATRE SEATING




The widest choice
 from the lowest
 priced to the most
 luxurious. Free
 planning service.
 Write for literature.

IDEAL SEATING COMPANY
Grand Rapids, Mich.

For YOUR
BOXOFFICE

Engraved by our exclusive process on lucite to your specifications.



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LAMOLITE
ILLUMINATED PRICE ADMISSION SIGNS

Our enlarged plant facilities assure **OVERNIGHT** service from coast to coast. Plastic Signs Engraved for the Entire Theatre. Send for Folder *Pat. pend.

Edgar S. Bowman
 682 Sixth Avenue New York 10, N. Y.

National Carbon Names Sales Manager For Industrial Products

NEW YORK—National Carbon Company, a division of Union Carbide and Carbon Corporation, announced the appointment of C. J. Chapman to the position of general sales manager, Industrial Products. Chapman, who will be located in the company's general offices in New York, will direct sales activities on the company's carbon and graphite electrodes, projector carbons, carbon brushes, signal cells, and chemical and metallurgical carbon products.

Copper In Theatres

(Continued from page PT-8)

radiant heat rays prevent the loss of the body. An analogy may be made to a spring day when the air is cool, yet the sun's rays provide warmth.

Radiant heating in contrast with the conventional systems of heating relies mainly on heat transfer by radiation from the walls, the ceilings or the floor, the temperature of which is raised above that of the space it is called upon to heat by means of hot water or steam pipes, by electrically heated wires, or by warm air flues.

Of particular importance in structures with high ceilings and large spaces to be heated, such as theatres, is that the effect of heat radiation extends evenly throughout the space to be heated. Most of the heat is not wasted by being convected to the higher levels where it is not needed.

Copper tube is ideally suited for the heating panels of a radiant heating system, and is the leading choice by architects and heating engineers from coast to coast. Copper tube is corrosion resistant and durable, and can be expected to endure for the life of the building. In the long run, copper tube will be found to be more economical than other materials which may be slightly lower in initial cost. Another important consideration is the high thermal (heat) conductivity of copper.

Other Considerations

Consideration may also be given to the possibility of installing copper coils in the sidewalks around a theatre to prevent the formation of ice and snow during the winter months. Hot water circulated through the copper tube, imbedded in the cement, melts the snow as it falls and prevents the formation of ice. Many buildings have installed such systems and find them most practical. They have also been installed on steep hills on roadways, and a hospital has so equipped the driveway used by ambulances.

With the growing popularity of ice shows, many theatres have installed systems enabling them to convert their stages to ice rinks in a few hours. Here, again, copper tube becomes the heart of the installation as the piping system through which the refrigerant is circulated. This installation can be either temporary or permanent.

Copper and copper-base alloys are also vital for the extensive lighting system required in the motion picture theatre. This includes the lighting both inside and outside the theatre. In addition, the projection equipment involves a considerable amount of copper and its alloys.

This and That Around the Trade

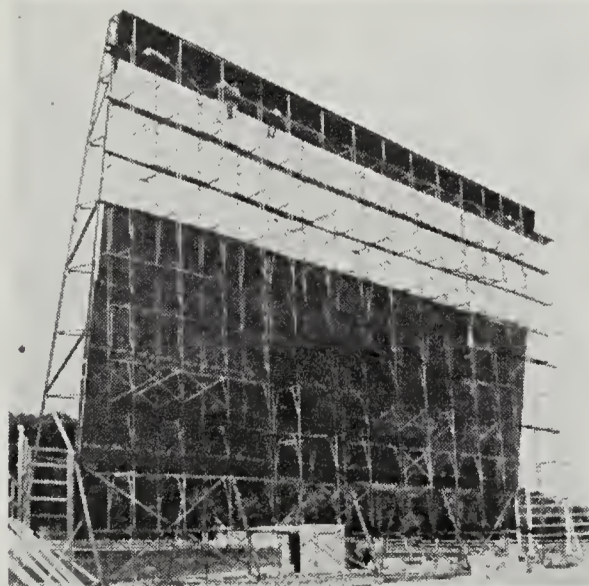
Radiant Manufacturing Corporation, Chicago, exclusive distributors of the Super Panatar variable anamorphic lens has announced the availability of a new model of this lens for use with a four inch f/1.8 objective lens. This new series, known as the Model 400, was designed by Robert Gottschalk for those projection situations with long throws and large screens. The first successful installation was made at the new Los Angeles Rosecran drive-in, having a 465 foot throw to a 60 by 120 foot screen, according to the firm. The 400 model lists at \$995 per pair, and delivery was started this month. . . .

. . . To meet the increased demands made on its facilities the Novelty Scenic Studios, Inc., manufacturers of curtain tracks, interior decoration, etc., has moved to new quarters at 426-432 East 91st Street, New York 28, N. Y. As a result of this move the firm has increased its floor space to 20,000 square feet. . . .

. . . More than 90 per cent of theatres converted to CinemaScope installed Bausch & Lomb cylindrical anamorphic lenses, it was reported by L. B. McKinley, vice-president of Bausch & Lomb Optical Company, Rochester, N. Y. According to the firm, conversions are now running at well over 400 theatres a week. . . .

. . . Russell V. Downing, president and managing director, Radio City Music Hall, has been renamed chairman of the Motion Picture Industry Scholarship Fund at Yeshiva University, New York City, it was announced by Dr. Samuel Belkin, president of the University. . . .

. . . One of the highlights of the Texas Drive-In Theatre Owners Association convention, to be held August 22-24 in San Antonio, will be a presentation of the results of a 10-month study of outdoor theatre operations by the Lamar Research Center, Lubbock, Tex., according to Preston Smith, president of the exhibitor organization.



The "128 Drive-In Theatre," Burlington, Mass., boasts a 100 by 56 foot Masonite screen finish, surfaced with Raytone screen paint. This new outdoor theatre is being equipped for C'Scope.

OUT-DRIES A TOWEL

The NEW "C" Model ELECTRIC-AIRE HAND DRYER



Surface Mounted "C" Model
Economical and easy to install on existing walls—every building can now enjoy the many benefits of electric drying.



RECESSED "C" Model
Projects only 3 3/4" from the wall. Especially designed for low cost installation in new construction and modernized walls.

Out Dries a Towel!

In 20 seconds or less a large volume of fast moving, filtered warm air dries the wettest hands—even dries moisture from the pores—leaves them soft, dry and chap-free. Provides highest standards of SANITATION.

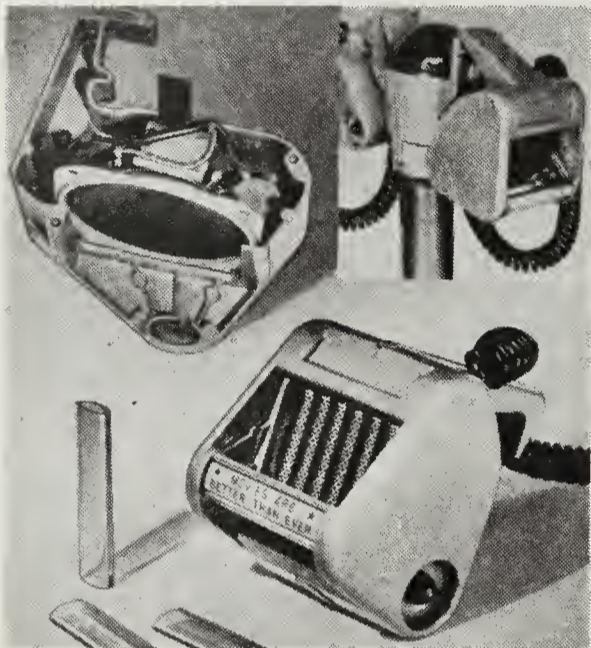
Our customers justify our claims! Their experience proves Electric-Aire out-dries a towel, is faster, more thorough and most economical. Let us provide you with their facts . . . Write direct to Dept. L.

ELECTRIC-AIRE ENGINEERING CORP.
209 W. Jackson Blvd. • Chicago 6, Ill.
ELECTRIC-AIRE CO. OF CANADA
669 Talbot Street • St. Thomas, Ont.

New D-I Speaker From NTS

NEW YORK—A new speaker for drive-in theatres has been announced by National Theatre Supply.

The unit consists of a four inch Alnico-V, aluminum voice coil speaker, spring mounted into the two halves of a very compact, well designed, die cast aluminum housing. This method of mounting assures a floating suspension which reduces shock, minimizes magnet shifting and simplifies replacement, it is claimed. The housing also accommodates a perforated, anodized aluminum speaker screen, a volume control with recessed control knob and an extruded acrylic handle.



This new speaker for drive-ins makes use of a floating suspension mounting to reduce shock.

The housing, which is finished in a durable silver hammertone enamel baked on over a zinc chromate base, has a two step window bracket for positioning in any car under all conditions as well as on the speaker post coupling unit. The blue finish of the speaker screen matches the transparent blue of the extruded acrylic handle. The handle, an oval tube made by Anchor Plastics Company, Long Island City, N. Y., provides space inside for a phosphorescent theatre name or slogan card which glows in the dark. Functionally, the handle makes it much more convenient for the drive-in patron to place the speaker in his car and return it to the correct position on the speaker post. Re-

gardless of the outdoor temperature variations, the handle is said to be always pleasant to the touch. This is due to the insulating properties of the plastic material.

A Koiled Kord or straight neoprene covered cable makes the connection from the post unit to the speaker.

Toledo To Have New Ozoner

TOLEDO, O.—The Theatre Operating Company has announced that ground has been broken for a new theatre. In addition to accommodating 1500 cars, it will have an 800-seat indoor theatre.

Known as the Glass Mile Drive-In, and located across from Toledo's new Glass Mile Shopping Center, the theatre will be a \$410,000 project. Opening date will be within six weeks.

Glass City Construction Company is the general contractor. Theatre Equipment Company will install EPRAD Duo-Stereophonic sound, in-the-car speakers, and Strong Electric lamps and rectifiers. Theatre Equipment will also supervise construction.

Fairchild Announces New Model Perspecta Integrator Unit

WHITESTONE, L. I.—A new model of the Fairchild Perspecta Stereophonic Sound Integrator was announced by Sherman M. Fairchild, President of Fairchild Recording Equipment Company.

Designated as Model 315C, this new version consists of the standard Perspecta Integrator and Power Supply mounted on vertical chassis of the recessed type.

It was indicated by company spokesmen that this new model would permit mounting in theatre installations where horizontal space is at a premium. The unit is designed for normal rack mounting and features easy accessibility to all components for installation as well as service.

International Report

(Continued from page PT-6)

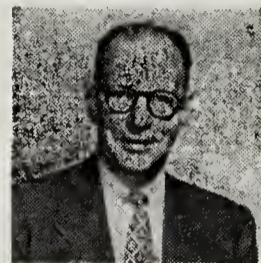
The Astrolite screen is 45 feet wide.

On the sixth floor of the same building there is the Arcobaleno Theatre, very popular with the American colony in Rome. It is a small 250-seat house where only original version pictures are shown. (In Italy all foreign language films are dubbed into Italian). The sound equipment is Westrex Advanced with Century projectors and Ashcraft arc lamps. On the same floor there is a beautiful tea-room.

Your Drive-In Insurance Clinic

By Joseph Thanhauser, Jr.

We once had the honor to have an insurance client who quite seriously wanted to economize on his insurance by eliminating "extended coverage." His words still ring in our ears, "I have enough fire insurance I don't know why we have to extend it."



THANHAUSER

Probably many insureds are equally ignorant of the necessity for carrying an extended coverage endorsement. However, not only is the extended coverage endorsement to the fire insurance policy important in many instances, but in some instances it is more important than the original fire insurance. For example, in areas bordering on the Gulf of Mexico, in Dade County, Florida, and in the Tornado Belt, the extended coverage endorsement is much more important than fire insurance. For example, in Dade County, Florida, many companies in recent years have enjoyed a fire loss ratio of less than 10 per cent and have suffered under an extended coverage loss ratio of an excess of 100 per cent.

What then does the extended coverage endorsement cover?

In brief, the extended coverage endorsement covers loss to property resulting from windstorm, hail, explosion, riot attending a strike, civil commotion, aircraft, vehicles, and smoke.

Some of these are of very minor importance.

Here is a typical example of smoke damage where the extended coverage endorsement is of importance:

You may have what you would call a fire resulting from combustion within electrical circuits. However, if these are merely short circuits and relate solely to electrical disturbances and do not flare out at the flames the loss is not one from fire under the fire insurance policy. However, in many instances these fires (as you would call them) cause a considerable amount of smoke damage. None of it is covered under the fire policy but all of the smoke damage is covered under the extended coverage endorsement.

Some of the other provisions are obvious. If an airplane makes an emergency landing in your drive-in theatre and happens to knock off the screen (this is not impossible since the Empire State Building's major loss to date was that caused by an airplane) the coverage to your screen is afforded by the extended coverage endorsement.

Probably the most important coverage in the entire extended coverage endorsements as it affects the owners of drive-in theatres is the coverage afforded by windstorms. This is the coverage that protects you in the case of a Florida hurricane, an Indiana Tornado, and a just plain old-fashioned terrific 75 miles an hour windstorm.

SAFeway TOILETS

Flush with **ONE QUART** of water!

YOU DON'T HAVE TO HAVE FLOODED RESTROOMS AND DRAINAGE FIELDS!

SAFeway actually SAVES:

75% of water supply
50% of drain field cost

Ask for descriptive folder

SAFeway SANITATION CO.
P. O. Box 34 • Buffalo 15, N. Y.



Increased Patronage Can Result From Installing Equipment For

Picnics At Drive-Ins

IN the current promotional trend toward pulling the entire family to the drive-in theatre the picnicking area, as well as the children's playground, is showing up well at the boxoffice.

Picnicking has long been a popular American family pastime, and the current fad for cookouts is taking more families out to play together in the outdoors. This is where the drive-in theatre operator can cash in. Why not invite families to come early and eat at the concession before the movies start? The thirst and appetite the youngsters will develop on the swings, slides and other playground apparatus, in addition to healthy bodies, will later pay off at the concession stand.

Many drive-ins are installing picnic grills, tables, and benches to cater to the family trade. A new picnic grill has been developed for this purpose by the American Playground Device Company, of Anderson, Indiana, the All-American grill unit, which stands about waist high, grills, cooks, bakes and warms. It burns charcoal, wood or coal.

The fully enclosed fire bowl, with six-way adjustable draft door, gives perfect draft control, produces exact desired temperature at all times and distributes heat evenly to all parts of the grids. The adjustable draft also gives much faster kindling and big savings in fuel because no heat is wasted in getting grids hot enough for use.

And, perfect cooking results do not depend upon the direction of the wind. The grill revolves on a steel pipe support, and may be turned in any direction to permit cooking to the windward. No longer does the cook have to stand in smoke, whether he likes it or not.

The grill is really a small but complete cooking range, with two waffle-type grids, giving 25½ by 24 inch grilling and warming area, and a massive one-piece top

DRIVE-IN THEATRES

oven for baking and warming. It has a rugged one-piece removable grate. The cooking unit is readily removed from the steel support for storage. The All-Amer-



The All-American grill (above) cooks, bakes, and warms. Streamlined picnic table (below, left) accommodates 12 persons. Another handy picnic item are these fine park benches (below, right).

ican grill is available in either the portable model or the stationary type which may be permanently installed in concrete.

Complementing the grill is the American streamlined picnic table, available also in the portable and stationary models. Ruggedly built with all-steel frames of 1½ inch tested steel locked together by heavy certified malleable fittings, the table was designed for public recreation use. Four table top and single seat boards are constructed from carefully seasoned 4/4 inch by 10 inch old growth Douglas fir, and are heavily through-bolted through the pipe members to large, deeply trussed 4¾ inch wide by 37 inch long steel battens underneath both the table top and seats.

Permanent installation of table legs furnished extra long to provide imbedding 12 inches in concrete, assures many years of service and discourages vandalism. Seats are ideally located 19 inches above ground, and the table top 31 inches above ground. Tables are eight feet long and accommodate 12 persons. Seats and top are finished in Wax-O-Namel for enduring wear and weatherproofing.

Another unit is the American heavy duty park bench. Attractively streamlined, this bench is engineered for greater comfort and seating capacity combining beauty of line with tremendous structural strength. Fabricated of new 1½ inch tested steel pipe, strongly cross-braced and heavily through-bolted, this bench has seat and back made of highest quality, air-dried native oak and is also finished in green Wax-O-Namel.

The idea of turning part of the drive-in grounds over to picnic facilities may pay off at the boxoffice.



DRIVE-INS GO
WIDE SCREEN

FOR BIGGER BOXOFFICE!



NOW — your drive-in can show the BIG wide screen features so popular at the boxoffice!

Simplex
T.M. REG. U.S. PAT. OFF.

MAGNETIC SOUND

plus...

Simplex
T.M. REG. U.S. PAT. OFF.

IN · A · CAR SPEAKERS

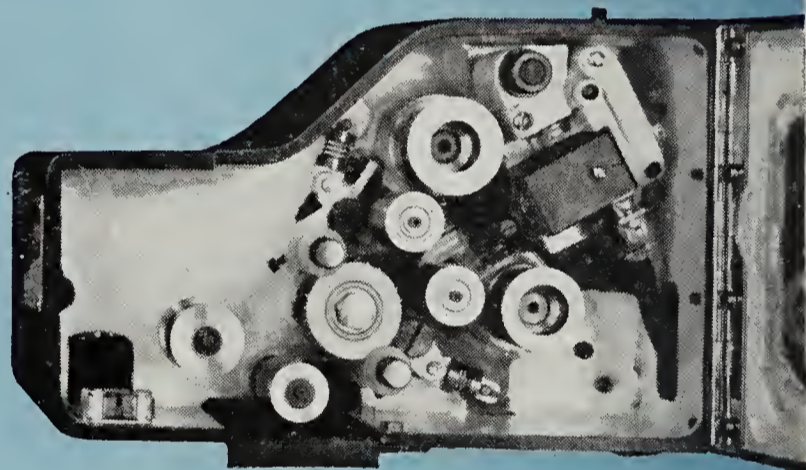
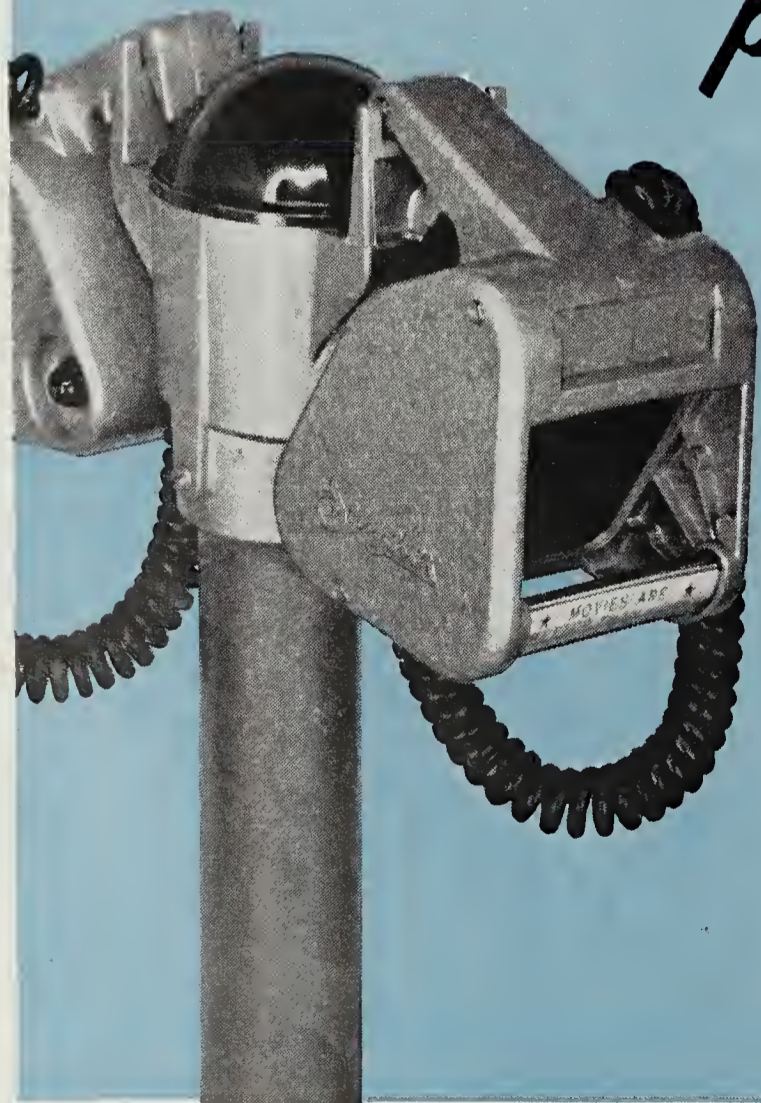
... present a sound combination hard to beat and for much less than you think. Look into "Simplex" Magnetic Sound — Today!

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DISTRIBUTED BY NATIONAL THEATRE SUPPLY

A SUBSIDIARY OF



GENERAL
PRECISION
EQUIPMENT
CORPORATION



NEWS OF THE

Territory

**New York City
Crosstown**

Walter Futter has appointed Bob Greenblatt as special sales representative for his VideoScope anamorphic and projection lenses.

Berk and Krungold, real estate brokers, announce they have consummated a long term lease for the Fair, Jackson Heights, L. I. The theatre was taken over by Herman Stern, veteran exhibitor, who contemplates immediate installation of large screen and CinemaScope projection, as well as a complete rehabilitation of the premises. The lessor, Jackson Operating Company, was represented by Marks and Marks, while the lessee was represented by Benjamin Greenfield.

Eric A. Johnston, president, Motion Picture Association of America, addressed a closed membership meeting of the Independent Motion Picture Distributors Association of America at a luncheon at Sardi's Restaurant. Johnston explained the recently concluded agreement between the major American film distributing companies and the French government, the provisions of which may gravely affect independent distributors in the United States.

Roger H. Lewis, advertising manager, United Artists, left for Hollywood for conferences with independent producers and their advertising executives on campaign plans for forthcoming films to be released by the company. . . . Clin Clark, MGM eastern story head, was on a motor trip vacation. . . . Tom Gerety, MGM's publicity department, was back from vacation. . . . Richard Maw, son of Ralph W. Maw, MGM district manager in Minneapolis, was in on vacation.

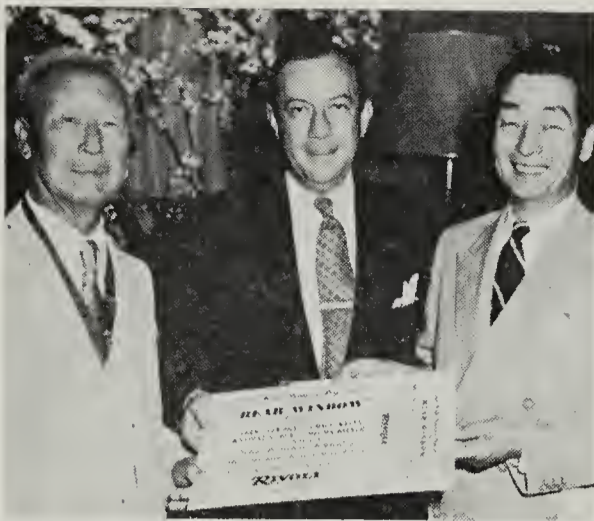
Paul Small, 45, well-known industry agent, died of a heart attack. He is survived by his wife, Lillian Schary, sister of Dore Schary, MGM production head; a son; and a daughter.

Charles Einfeld, 20th-Fox vice-president, returned from a six-week trip to the continent planning international premieres on "The Egyptian."

**New Jersey
Newark**

Frank Costa, manager, Warner, Ridgewood, N. J., sponsored a bathing beauty contest from the stage of his theatre for girls between the ages of 6-10 to find "Miss America of 1965."

M. Demcsak, manager, Ritz, Jersey City, N. J., had a "Penny Kartoon Carnival," showing 25 cartoons to the children paying 25 pennies. . . . Robert Deitch, head of exploitation and advertising, Stanley Warner Jersey zone, has arranged for spot commercials on WAAT



South Korean President Rhee and New York City's Mayor Robert F. Wagner recently received a special ticket to the world premiere of Paramount's "Rear Window," Rivoli, from Colonel Ben C. Limb, permanent observer to the United States for the Republic of Korea. Entire proceeds from the premiere were turned over to the American-Korean Foundation.

with the showing of "Ring of Fear" at the Stanley, Jersey City, N. J., and has also made a tie-in with the Standard laundry to distribute special heralds on the picture.

Fay Radler, Stanley Warner booking department, was vacationing in Canada and Lake Banff. . . . The following Stanley Warner managers were vacationing, A. Finkelstein, Embassy, Orange, N. J.; G. Voorman, Oritani, Hackensack, N. J.; S. Engelman, Roosevelt, here; A. Garfalo, Royal, Bloomfield, N. J.; and F. DeAngelis, Sanford, Irvington, N. J.

**New York State
Albany**

One important operation in the far-flung Schine enterprises will be lopped off as the result of sale by the Schine Hotel Corporation of the Ten Eyck to the Sheraton Hotels, conducting 27 hotels in the United States and Canada.

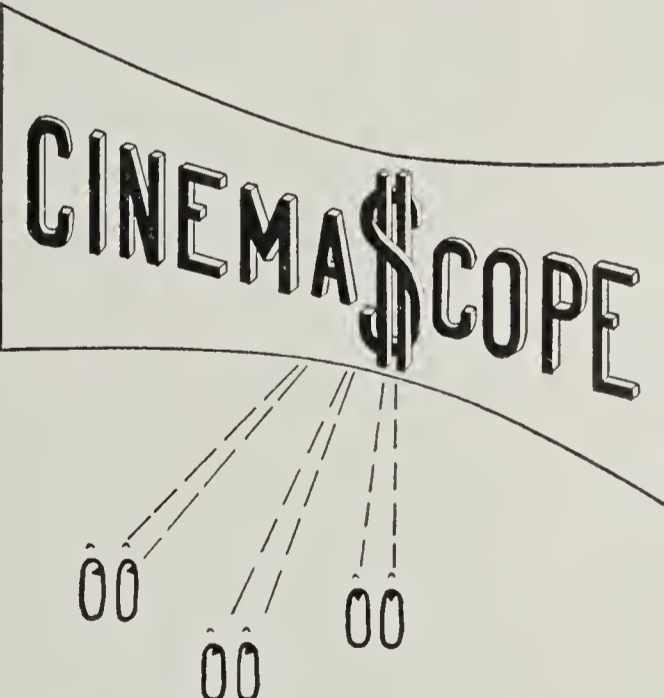
The deal, in negotiation for more than a month, was finalized in New York City by J. Meyer Schine.

Leo Greenfield, U-I manager, had his vacation made happier by "Magnificent Obsession." He and his wife returned rather disgusted from a week's vacation, chiefly with rain, at Lakewood, Me. After checking the patronage at the Strand, Greenfield took off in the family chariot for Cape Cod, Mass. Head booker Al Marchetti, Film Row's high man in seniority, capably handled the exchange. Joe Gins, U-I district manager, was in for several days.

Al La Flamme, Strand manager, was reported bathing, water skiing, and resting at Lake George. Mrs. La Flamme was on the vacation, too. . . . Lou Rapp, who had been pinch hitting for Stanton Patterson during the latter's absence on vacation from the Leland, returned to Schenectady to substitute for his brother, Phil, at the State. Phil doubled into the Erie, Lou's regular stand while the latter was in Albany. Following Phil's return to duty, Lou will take over the Grand, Albany, while Wallen vacations.

Charles A. Smakwitz, Stanley Warner zone manager and long active in the community life of Albany, took on a cultural promotion with the booking, in his capacity as program chairman for the Kiwanis Club, of Ted Shawn, famed classical dancer and head, Jacob's Pillow Summer Dance Festival, Lee, Mass., for an address at the weekly luncheon in Ten Eyck Hotel. The week before, Smakwitz set up a demonstration of television station operation, for Kiwanians, by the staff of WTRI-TV.

The army recruiting station arranged an attractive lobby display during the showing of "Francis Joins the WACS," Strand. Two WACS were on duty.



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All eyes
are
on
**OPTICAL
CINEMA\$COPE**

PERKINS
THEATRE SUPPLY, INC.

*Perkins
have it!*

**505 PEARL STREET
BUFFALO, N. Y.**



Harriet Parsons, producer of RKO's "Susan Slept Here," hosted a strawberry and pickles party for the recent opening of the film at the Victoria, New York City. Enjoying the concoction, are, left to right, Bob Gist, featured in the stage play, "The Caine Mutiny Court Martial"; Miss Parsons; Agnes Moorehead, who just completed a featured role in Howard Hughes' "The Conqueror"; and Lloyd Nolan and John Hodiak, stars of "The Caine Mutiny Court Martial."

Buffalo

The latest innovation was the "Ladies Early Bird" show which the Paramount introduced on a Friday at 7 a.m. with the premiere of Shirley Booth's new film, "About Mrs. Leslie." "We arranged this unusual session," explained Arthur Krolick, district manager, Buffalo Paramount Theatres, because "About Mrs. Leslie" is of special interest to women and we wanted them—their men-friends too, if possible,—to see it early and spread the word for us. Our admission price for this one performance was 25 cents. Complimentary coffee and doughnuts were served in the lobby before the curtain went up." The doors opened at 6:30 a.m., and the first 500 arrivals received vials of perfume.

Billy Keaton, chief barker, Variety Club, and his wife, Reggie, are publicity chairmen for the 1954 Mistletoe Ball to be held in Williamsville on Dec. 27. . . . Elmer F. Lux, head, Elmart Theatres, Inc., will be master of ceremonies at the Circus Saint and Sinners stage outing at the Cherry Hill Country Club across the border in Canada, and Richard Kemper, zone manager, Dipson Circuit, will be ringmaster.

Bill Rosenow, manager, Skyway Lakeshore Drive-In, has moved into his new home in Orchard Park. . . . Norma Doggett, one of the brides in "Seven Brides For Seven Brothers," visited in connection with the film's opening at Shea's Buffalo. Eddie Meade, publicity director, arranged for a great deal of newspaper and radio publicity during her visit.

—MRS. NEDRA GRAY

Herkimer

Jack Weber, Schine's Liberty, recently held a "Little Mister Herkimer" contest at his theatre, working in cooperation with area playgrounds with kids between 6 and 10 years of age competing. An annual event, winners were awarded prizes. Full newspaper coverage was secured.

EYEING THE

Exchanges

NEW YORK—Warners' district manager Norman Ayers returned from a district managers' convention in California with a stopover in Philadelphia where company branch managers were meeting. Present at the Philadelphia conclave was New York branch head Ben Abner.

20TH-FOX—Birthday wishes go to biller Joyce Gershon. . . . Also on the birthday list were switchboard operator Ruth Bechtold and typist Virginia Carlone. . . . Secretary to the office manager Lillian Gordon changed her name to Cooper via marriage. . . . Lynn Flisser, booking department, was vacationing at South Fallsberg. . . . Bookkeeping machine operator Mildred Guiot was spending her vacation visiting relatives in North Carolina. . . . Print booker Bill Tavernise is spending it at his summer home in Washington, N. Y. . . . Back from her annual was Frances Singer, secretary to the district manager. . . . Inspector Augusta de Martini is enjoying a motor trip vacation around the country. . . . Katherine Clark, inspector, returned from Canada's Thousand Islands. . . . The inspection department now has classy environs since the newly remodeled room with tiled walls, inlaid linoleum, new machines, and air-conditioning was put in use. . . . Inspector Alice Dupper marked her birthday. . . . During her vacation week, Celeste Rubin, inspector, will celebrate her birthday and her second wedding anniversary.

MGM—Terry Muraco, boxoffice department, was back from vacation. . . . Also returned was biller Lucy Aviles. . . . Marie Hitz, cashier's department, was spending it in Florida. . . . Biller Lila Rodriguez was at Platekill, N. Y.

U-I—Booker Marvin Friedlander was whooping it up at Banner Lodge in Connecticut. . . . Booker Tom Goff was back from his Connecticut vacation. . . . Clerk Mary Menas was vacationing. . . .

Rotterdam

Harry Lamont's Riverview Drive-In uses spot announcements on WSNY, Schenectady, to advertise its attractions.

Saranac Lake

Tony Anderson, Schine's Pontiac, recently held a most successful "Miss Playground of 1954" contest with the winner awarded a beautiful doll. The contest was open to little girls from four to eight years of age. Each of the contestants also received a doll and all went home happy. Good newspaper breaks resulted, and the contest proved an excellent "out of school" summer event.

Watertown

The Black River Drive-In, operated by Sylvan Leff, and the Star-Lit Drive-In, conducted by Fred Kleemeier, have been gunning for family patronage via Tuesday - Wednesday - Thursday \$1.30-

Print booker Dick Feinstein was on the sick list. . . . Rose Furr, film room, was vacationing in Florida.

WARNERS—Harry Bernstein, inspector, spent his vacation at Point Pleasant, N. J. . . . Inspector Betty Shea was planning a Cape Cod vacation. . . . Also headed toward vacationland were head shipper Benny Block, contract clerk Viola Guillen, and booker Shirley Levy. . . . Dorothy Hauser, assistant supervisor in the contract department, returned from her annual.

BONDED—Shipper Rocco Serapiglia vacationed at Silver Lake, N. J. . . . Night shipper Joe Marcy enjoyed a fishing vacation on Long Island. . . . Grace Grossman, assistant to the controller, announced her engagement to Jeff Baum. . . . The traffic department's Leon Salzman was vacationing. . . . Inspector Lou Notis was spending his vacation at Long Branch, N. J.

UNITED ARTISTS—On vacation is Sophie Bochillo, booker. . . . Salesman Myron Starr is having a motor trip vacation. . . . Branch manager Joe Sugar was on his respite.

RKO—Booker Murray Blutreich was enjoying his annual. . . . Salesman Charles Penser returned from his vacation. . . . Sales manager Herman Silverman was also a vacationer.

ALLIED ARTISTS—Head booker Etta Segall had a weekend at Eldred, N. Y. . . . Visiting at the office were Al Zuckman, Brookside, Newbury, N. Y.; Bill Didsbury, Walden, N. Y.; and Johnny Mc Kenna, Warners, Newark, N. J. . . . Officeites heard from Doris Baruch at Homer City, Pa., and Sina Turessi in Florida.

COLUMBIA—The new contract clerk, Jack Schweitzer, is a recent grad of Stuyvesant High School. . . . Frances Taylor, contract clerk, has returned from vacation. . . . Also back from his annual respite was booker Marty Perlberg, who spent it in California.

REPUBLIC—Switchboard operator Irene Anastasiou was at Hallcott Center for the weekend.

—J. A. D.

"Carload Nights." Dr. Philip Liebig's Northside Drive-In advertised \$1 a carload admission as a weekly feature.



Max Rubin, Schine's Paramount, Syracuse, N. Y., recently made good use of the above chariot, which was used as street bally for 20th-Fox's "Demetrius and The Gladiators."

Allied Artists

(Monogram)

(1952-53 releases from 5301;
1953-54 releases from 5401)

(All features are being photographed for projection
in aspect ratios from 1.33 to 1.85-1)

- ARROW IN THE DUST**—ACMD—Sterling Hayden, Coleen Gray, Keith Larsen—Fast moving melodrama is packed with selling angles—80m.—see Apr. 7 issue—(Technicolor)—(5404).
- BITTER CREEK**—W—Wild Bill Elliott, Carleton Young, Beverly Garland—Okeh Elliott—74m.—see Feb. 24 issue—(5423).
- BORDER CITY RUSTLERS**—W—Guy Madison, Andy Devine, Isabel Randolph—Routine series entry for the lower half—54m.—see Jan. 27 issue—(5438).
- BOWERY BOYS MEET THE MONSTERS, THE**—C—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65½m.—see June 2 issue—(5419).
- DESPERADO, THE**—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- DRAGONFLY SQUADRON**—ACD—John Hodiak, Barbara Britton, Bruce Bennett—Names should help Korean War film—83m.—see Feb. 10 issue—(S-2).
- FORTY-NINERS, THE**—W—Wild Bill Elliott, Virginia Grey, Henry Morgan—Standard Elliott—70½m.—see Apr. 21 issue—(5424).
- HIGHWAY DRAGNET**—MD—Richard Conte, Joan Bennett, Wanda Hendrix—Action show is okeh for the duallers—70m.—see Jan. 27 issue—(5405).
- JUNGLE GENTS**—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- LOOPHOLE**—D—Barry Sullivan, Dorothy Malone, Charles McGraw—Suspenseful programmer—80m.—see Feb. 10 issue—(5414).
- PRIDE OF THE BLUE GRASS**—D—Lloyd Bridges, Vera Miles, Margaret Sheridan—Colorful horse racing programmer for the duallers—71m.—see Feb. 10 issue—(Color)—(5410).
- RETURN FROM THE SEA**—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- RIOT IN CELL BLOCK 11**—MD—Neville Brand, Emile Meyer, Frank Faylen—Well-made prison meller is packed with angles—80m.—see Feb. 24 issue—(S-1).
- SECRET OF OUTLAW FLATS**—W—Guy Madison, Andy Devine, Kristine Miller—Routine series entry—54m.—see Feb. 10 issue—(5439).
- SECURITY RISK**—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- SON OF BELLE STARR**—OD—Keith Larsen, Dona Drake, Peggie Castle—Okeh programmer for the lower half—70m.—see July 15 issue—(Color)—(5309).
- TWO GUNS AND A BADGE**—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).
- WORLD FOR RANSOM**—MD—Dan Duryea, Gene Lockhart, Marian Carr—Programmer has names to help—80m.—see Jan. 27 issue—(5408).

TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411)
- ANNAPOLIS STORY, THE**—John Derek, Richard Jaeckel, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Jack Palance, Jean Wallace.
- BLACK PRINCE, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).
- BOB MATHIAS STORY, THE**—Bob Mathias, Melba Mathias, Ward Bond.
- BOWERY TO BAGDAD**—Leo Gorcey, Huntz Hall, Joan Shawlee.
- CRY VENGEANCE**—Richard Conte.
- DYNAMITE ANCHORAGE**—Dane Clark, Carole Mathews, Wayne Morris.
- HUMAN JUNGLE, THE**—Gary Merrill, Jan Sterling.
- KETCHIKAN**—Mark Stevens, Joan Vohs, Martha Hyer.
- KILLER LEOPARD**—Johnny Sheffield, Beverly Garland—(5412).
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley.
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England)—90m.

Astor

- CAT WOMEN OF THE MOON**—SFD—Sonny Tufts, Victor Jory, Marie Windsor—Science-fiction entry will fit into the duallers—64m.—see Feb. 10 issue—(3-D and 2-D).
- CAVALLERIA RUSTICANA**—OPD—Mario Del Monaco, Richard Torigl, Rina Telli—Opera film is best suited for the art houses—60m.—see Jan. 27 issue—(Eastman color)—(English narration).
- GIRL ON THE RUN**—see Honky Tonk Burlesque
- HONKY TONK BURLESQUE** (Girl on the Run)—MYMD—Frank Albertson, Richard Coogan, Rosemary Pettit—Mediocre effort for the exploitation houses—62m.—see Mar. 10 issue.
- ROBOT MONSTER**—SFD—George Nader, Claudia Barrett, Selena Royle—Exploitation entry will serve on the lower half—62m.—see Nov. 18 issue—(3-D and 2-D).

MOTION PICTURE

EXHIBITOR

SERVISECTION

The Check-Up of all features and shorts for an eight-month period

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Vol. 52, No. 16
SECTION 2

AUGUST 18, 1954

THREE STOPS TO MURDER—MYMD—Tom Conway, Mila Parely, Naomi Chance—Import will fit into the lower half—76m.—see Apr. 7 issue—(English-made).

TURN THE KEY SOFTLY—D—Yvonne Mitchell, Terence Morgan, Joan Collins—Average impart for the art houses—81m.—see Feb. 10 issue—(English-made)—(Rank).

TO BE REVIEWED OR IN PRODUCTION

RETURN OF RAFFLES—George Barrard, Carmilla Horn—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)
(All features are being photographed for projection
in aspect ratios from 1.33 to 1.85-1)

BAIT—D—Cleo Moore, Huga Haas, John Agar—Okeh for the lower half—79m.—see Feb. 24 issue—Leg.: B—(639).

BATTLE OF ROGUE RIVER—OACD—George Montgomery, Richard Denning, Martha Hyer—Suitable for the lower half—71m.—see Mar. 10 issue—(Technicolor)—(637).

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see May 19 issue—(714).

CAINE MUTINY, THE—D—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see June 16 issue—(Technicolor)—(701).

CORONER CREEK—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).

DRIVE A CROOKED ROAD—MD—Mickey Rooney, Dianne Foster, Kevin McCarthy—Programmer will fit into the duallers—82m.—see Mar. 10 issue—(638).

GUNFIGHTERS—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see July 14 issue—(713).

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzl, Basil Sydney—Ladd starrer packs plenty of action—91m.—see May 19 issue—(Technicolor)—(Made in England)—(709).

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Aug. 11 issue—Leg.: B—(710).

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Apr. 21 issue—(Made in Italy)—(English dialogue)—(703).

IRON GLOVE, THE—MD—Robert Stack, Ursula Thies, Richard Stapley—Routine action programmer for the lower half—77m.—see Apr. 7 issue—(Technicolor)—(634).

IT SHOULD HAPPEN TO YOU—C—Judy Holliday, Peter Lawford, Jack Lemmon—High rating—87m.—see Jan. 27 issue—(631).

JESSE JAMES VS. THE DALTONS—OD—Brett King, Barbara Lawrence, James Griffith—For the lower half—65m.—see Jan. 27 issue—(Technicolor)—(3-D—629)—(2-D—655).

JOLSON STORY, THE—BIDMU—Larry Parks, Evelyn Keyes, William Demarest—Reissue of musical hit should benefit from stereophonic sound—122m.—see May 5 issue—(Technicolor)—(SS).

JUNGLE MAN-EATERS—AD—Johnny Weissmuller, Karin Booth, Richard Stapley—Routine series entry—68m.—see June 2 issue—(707).

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see July 28 issue—(Technicolor)—(711).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	RD—Religious drama
DFAN—Drama fantasy	ROMC—Romantic comedy
DMU—Dramatic musical	ROMCMU—Romantic comedy musical
DOC—Documentary	ROMD—Romantic drama
DOCD—Documentary drama	ROMDMU—Romantic drama with music
DOCMD—Documentary melodrama	SAT—Satire
ED—Educational feature	SFD—Science fiction drama
F—Farce	SCD—Sex comedy drama
FAN—Fantasy	TRAV—Travelogue
FANMU—Fantasy musical	W—Western
FMD—Farce musical	WC—Western comedy
HISD—Historical drama	WCMU—Western comedy musical
MDMU—Melodrama musical	WD—Western drama
MD—Melodrama	WMD—Western melodrama
MUC—Musical comedy	WMDMU—Western melodrama musical
	WMU—Western musical

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

(1952-53 releases from 301
1953-54 releases from 401)

MAD MAGICIAN, THE—MD—Vincent Price, Mary Murphy, Eva Gabor—Okeh programmer—72m.—see Mar. 24 issue—(3-D-640)—(2-D-657).
MASSACRE CANYON—MD—Phil Carey, Audrey Totter, Douglas Kennedy—Okeh programmer—66m.—see Apr. 21 issue—(635).
MIAMI STORY, THE—MD—Barry Sullivan, Luther Adler, Adele Jergens—Suspenseful program meller—75m.—see Apr. 7 issue—(641).
ON THE WATERFRONT—MD—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see July 14 issue—(702).
OUTLAW STALLION, THE—OD—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see June 30 issue—(Technicolor)—(705).
PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see July 28 issue—(704).
SARACEN BLADE, THE—Ricardo Montalban, Betta St. John, Rick Jason—Average programmer for the duallers—76m.—see June 2 issue—Leg.: B—(Technicolor)—(633).

TO BE REVIEWED OR IN PRODUCTION

BLACK DAKOTAS, THE—Gary Merrill, Wanda Hendrix, John Bromfield—(Technicolor).
BLACK KNIGHT, THE—Alan Ladd, Patricia Medina—(Technicolor)—(Made in England).
BULLET IS WAITING, A—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—(Technicolor)—(712).
CANNIBAL ATTACK—Johnny Weissmuller, Judy Walsh.
CONGACEIRA—(Brazilian-made)—(English titles)—Leg.: B.
DETECTIVE, THE—Alec Guinness, Joan Greenwood, Peter Finch—(English-made).
END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).
FIRE OVER AFRICA—Maureen O'Hara, MacDonald Carey—(Made in England, Spain, and Africa)—(Technicolor).
GREAT GREEN OG, THE—Robert Hutton, Gerald Mohr—(3-D).
I WAS A PRISONER IN KOREA—Robert Francis, Dianne Foster, E. G. Marshall.
JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.
LONG, GRAY LINE, THE—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).
MAIN EVENT, THE—Broderick Crawford, Roberta Haynes—(3-D).
MASTERSON OF KANSAS—George Montgomery, Nancy Gates—(Technicolor).
NAKED WORLD, THE—Lex Barker, Eva Gabor, Robert Hutton.
PHFFT—Judy Holiday, Jack Lemmon, Jock Carson—(Technicolor).
PIRATES OF TRIPOLI—Paul Henreid, Patricia Medina—(Technicolor)—(706).
PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Technicolor)—(Made in England and Germany).
PROUD ONES, THE—Michele Morgan, Gerard Philipe, Carlos Lopez Mactezuma—(Made in France and Mexico).
SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).
STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).
TEN WANTED MEN—Randolph Scott, Jocelyn Brando—(Technicolor).
THEY RODE WEST—Robert Francis, Donna Reed—(Technicolor).
THREE FOR THE SHOW—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).
THREE HOURS TO KILL—Dana Andrews, Donna Reed—(Technicolor).
VIOLENT MEN, THE—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—(Technicolor)—(CinemaScope).
WOMEN'S PRISON—Ida Lupino, Jan Sterling, Howard Duff.
WYOMING RENEGADES—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

IFE

(All films are Italian-made)

ANITA GARIBALDI—HISD—Anna Magnani, Raf Vallone, Alain Cuny—Magnani name might help this in the art houses—95m.—see Feb. 10 issue—(English titles).
APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Basic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).
DESTINATION MATRIMONY—CD—Eduardo De Filippo, Titina De Filippo, Anna Maria Ferrero—Fair Italian import for the art houses—96m.—see Jan. 27 issue—Leg.: B—(English titles).
FUGITIVE IN TRIESTE—MD—Jacques Sernas, Massimo Girotti, Doris Duranti—Routine import for the Italian spots—83m.—see Feb. 10 issue—Leg.: B—(English titles).
GENOESE DRAGNET—MD—Charles Rutherford, Lianella Carrell, Cesare Danova—Routine import for Italian spots—106m.—see Feb. 24 issue—(English titles).
GIRLS MARKED DANGER—MD—Silvana Pampanini, Eleonora Rossi Drago, Marc Lawrence—Exploitation import has the angles—70m.—see June 2 issue—Leg.: C—(Dubbed in English).
GOLDEN COACH, THE—D—Anna Magnani, Odoardo Spadaro, Nada Fiorelli—Colorful entry should appeal to the art and specialty spots—105m.—see Jan. 27 issue—(Technicolor)—(English dialogue).

GREATEST LOVE, THE—D—Ingrid Bergman, Alexander Knox, Ettore Giannini—Bergman name will have to make the difference—113m.—see Jan. 27 issue—(English dialogue).
HELL RAIDERS OF THE DEEP—D—Eleonora Rossi Drago, Pierre Cressoy, Girolamo Manisco—Exploitable import—93m.—see May 19 issue—Leg.: B—(Dubbed in English).
HIS LAST 12 HOURS—FAN—Jean Gabin, Mariella Lotti, Elena Altieri—Good import for the art houses—89m.—see Feb. 24 issue—Leg.: B—(English titles).
MELODY OF LOVE—MUCD—Giacomo Rondinella, Maria Fiore, Nadia Gray—Pleasant fare for the Italian spots—96m.—see May 5 issue—(English titles).
MY HEART SINGS—CMU—Ferruccio Tagliavani, Franca Marzi, Riccardo Billi—Minor comedy for the Italian and art spots—99m.—see Apr. 7 issue—(English titles).
SECRET ASSIGNMENT—MD—Vivi Giol, Massimo Serato, Carlo Ninchi—Fair spy thriller for the art and Italian spots—116m.—see Apr. 7 issue—(English titles).
SENSUALITA—D—Eleonora Rossi Drago, Amedeo Nazzari, Marcello Mastroianni—Fair import has plenty of exploitation angles—72m.—see May 19 issue—Leg.: C—(Dubbed in English).
TARANTELLA NAPOLETANA—MUC—Clara Bindi, Clara Crispo, Vittorio Crispo—Weak musical for the Italian spots—86m.—see May 19 issue—(Gaevacolor)—(English titles).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).
AIDA—Sophia Loren, Lols Maxwell, singers and ballet of Rome Opera House—(Ferranicolor).
CITY STANDS TRIAL—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—105m.
HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—105m.
LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.
THEODORA, SLAVE EMPRESS—Ginna Maria Canale, Georges Marchal, Renato Baldini—(Pathe Color)—(Dubbed in English).
TOO YOUNG FOR LOVE—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).
VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).
WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)
BLACK GLOVE, THE—MYMD—Alex Nicol, Eleanor Summerfield, John Salew—Interesting import for the duallers—84m.—see Mar. 10 issue—(English-made)—(5305).
BLACKOUT—MYMD—Dane Clark, Belinda Lee, Betty Ann Davies—Import is okeh for the lower half—87m.—see Mar. 24 issue—(English-made)—(5309).
FANGS OF THE WILD—MD—Charles Chaplin, Jr., Onslow Stevens, Margia Dean—Routine programmer for the lower half—71m.—see May 19 issue—(5311)—(1.85-1).
FIGHTING MEN, THE—MD—Rossano Brozzi, Claudine Dupuis, Eduardo Cianelli—Slow moving import for the lower half—63m.—see Jan. 27 issue—(Italian-made)—(Dubbed and narrated in English)—(5222).
HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).
HOLLYWOOD THRILLMAKERS—MD—James Gleason, Bill Henry, Theila Darin—For the lower half—60m.—see Feb. 10 issue—(5321).
MONSTER FROM THE OCEAN FLOOR—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).
PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).
WE WANT A CHILD—D—Ib Schonberg, Ruth Breinhelm, Jorgen Efenberg—Sex drama should have interest for restricted or segregated audiences—76m.—see May 5 issue—Leg.: C—(Swedish-made)—(Dubbed in English)—(5324).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURE IN RIO—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).
BIG CHASE, THE—Lon Chaney, Glenn Langan, Adele Jergens—(5327)—60m.
BLACK PIRATES—Anthony Dexter, Lon Chaney, Robert Clarke—(Anscolor)—(Made in El Salvador)—(5407).
DEADLY GAME, THE—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—(5402).
LIFE WITH THE LYONS—Bebe Daniels, Ben Lyon—(5410)—(English-made).
RACE FOR LIFE, A—Richard Conte, Marl Aidon—(English-made)—(5403).
RIVER BEAT—Phyllis Kirk, John Bentley—(5329)—73m.—(English-made).
SIEGE, THE—(Italian-made)—(5323).
SILENT RAIDERS—Richard Bartlett, Earle Lyon, Jeanette Bordeaux—(5404)—65m.
TERROR SHIP—William Lundigo—5330.
THUNDER PASS—Dane Clark, Johnny Patrick, Andy Devine—(5405)—76m.
UNHOLY FOUR, THE—Paulette Goddard—(5401)—80m.

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)
BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see July 28 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).
BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Aug. 25 issue—(Anscolor)—(CinemaScope)—(502).
EXECUTIVE SUITE—D—William Holden, June Allyson, Barbara Stanwyck, Frederic March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch—High rating—104m.—see Feb. 24 issue—(423)—(1.75-1).
FLAME AND THE FLESH—D—Lana Turner, Pier Angeli, Carlos Thompson—Name draw will have to make the difference—104m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in Italy)—(421)—(1.75-1).
GONE WITH THE WIND—D—Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard—Reissue should have wide appeal—222m.—see June 2 issue—(Technicolor)—(430)—(1.75-1)—(SS).
GYPSY COLT—D—Donna Corcoran, Ward Bond, Frances Dee—Programmer is best suited for young people, family trade—72m.—see Feb. 10 issue—(Anscolor)—(Print by Technicolor)—(419)—(1.75-1).
HER TWELVE MEN—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(Anscolor)—(Print by Technicolor)—(429)—(1.75-1).
JULIUS CAESAR—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).
MEN OF THE FIGHTING LADY—DOCD—Van Johnson, Walter Pidgeon, Louis Calhern—Well-made, all-male war film shapes up as an exploitable opportunity—80m.—see May 19 issue—(Anscolor)—(Print by Technicolor)—(425)—(1.75-1).
PRISONER OF WAR—D—Donald Reagan, Steve Forrest, Dewey Martin—Grim war tale can stand plenty of selling—81m.—see Apr. 7 issue—(427)—(1.75-1).
RHAPSODY—D—Elizabeth Taylor, Vittorio Gassman, John Ericson—Women's draw, plus musical appeal, should make the difference—115m.—see Feb. 24 issue—Leg.: B—(Technicolor)—(420)—(1.75-1).
ROSE MARIE—ROMMDMU—Ann Blyth, Howard Keel, Fernando Lamas—CinemaScope musical drama packs plenty of entertainment—104m.—see Mar. 10 issue—(EastmanColor)—(CinemaScope)—(418).
SEVEN BRIDES FOR SEVEN BROTHERS—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 issue—(Anscolor)—(CinemaScope)—(426).
STUDENT PRINCE, THE—MU—Ann Blyth, Edmund Purdom, John Ericson—Names will help entertaining musical—107m.—see June 2 issue—(Anscolor)—(CinemaScope)—(424).
TENNESSEE CHAMP—CD—Shelley Winters, Keenan Wynn, Dewey Martin—Pleasing entry for the small towns and neighborhoods—73m.—see Feb. 24 issue—Leg.: B—(Anscolor)—(Print by Technicolor)—(417)—(1.75-1).
VALLEY OF THE KINGS—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

TO BE REVIEWED OR IN PRODUCTION
ATHENA—Jane Powell, Debbie Reynolds, Vic Damone—(Eastman Color)—(CinemaScope).
BAD DAY AT BLACK ROCK—Spencer Tracy, Robert Ryan, Walter Brennan, Anne Francis—(Color)—(CinemaScope).
BEAU BRUMMEL—Stewart Granger, Elizabeth Taylor—(Technicolor)—(Made in England)—(504)—(1.75-1).
COBWEB, THE—Lana Turner, Robert Taylor, Grace Kelly.
CREST OF THE WAVE—Gene Kelly, Jeff Richards—(Made in England).
DEEP IN MY HEART—Jose Ferrer, Merle Oberon, Doe Avedon—(Eastman Color).
GLASS SLIPPER, THE—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color).
GREEN FIRE—Stewart Granger, Grace Kelly, Paul Douglas—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(Made in Columbia).
HIT THE DECK—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).
INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).
JUPITER'S DARLING—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).
LAST TIME I SAW PARIS, THE—Elizabeth Taylor, Van Johnson, Donna Reed—(Technicolor).
LOVE ME OR LEAVE ME—Doris Day, James Cagney.
MANY RIVERS TO CROSS—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope).
MOONFLEET—Stewart Granger, Viveca Lindfors, Joan Greenwood.
PRODIGAL, THE—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(CinemaScope).
ROGUE COP—Robert Taylor, Janet Leigh, George Raft—(503)—(1.75-1).

Paramount

(1952-53 releases from 5200

1953-54 releases from 5300)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1; SS indicates availability of stereophonic sound)

- ABOUT MRS. LESLIE—D—Shirley Booth, Robert Ryan, Marjorie Miller—Star draw should make the difference—104m.—see May 5 issue—Leg.: B—(5321).
- ALASKA SEAS—MD—Robert Ryan, Jan Sterling, Brian Keith—Routine meller may be aided by names—78m.—see Jan. 27 issue—(5313).
- CASANOVA'S BIG NIGHT—COSF—Bob Hope, Joan Fontaine, Basil Rathbone—Better than average Hope starrer—86m.—see Mar. 10 issue—(Technicolor)—(5316).
- ELEPHANT WALK—D—Elizabeth Taylor, Dana Andrews, Peter Finch—Distinguished film deserves plenty of attention—103m.—see Apr. 7 issue—(Technicolor)—(Partly made in Ceylon)—(5317).
- GREATEST SHOW ON EARTH, THE—D—Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—Reissue of circus drama has the angles—151m.—see June 2 issue—(Technicolor)—(5325).
- JIVARO—MD—Fernando Lamas, Rhonda Fleming, Brian Keith—Fair meller—91m.—see Jan. 27 issue—(Technicolor)—(2-D and 3-D)—(5311).
- KNOCK ON WOOD—F—Danny Kaye, Mai Zetterling, Torin Thatcher—High rating Kaye starrer—103m.—see Apr. 7 issue—(Technicolor)—(SS)—(5319).
- LIVING IT UP—MUC—Dean Martin, Jerry Lewis, Janet Leigh—High rating comedy—95m.—see May 5 issue—(Technicolor)—(5320).
- NAKED JUNGLE, THE—MD—Eleanor Parker, Charlton Heston, Abraham Sofaer—Tense meller is loaded with selling angles—95m.—see Feb. 24 issue—(Technicolor)—(5315).
- REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see July 28 issue—(Technicolor)—(5401).
- RED GARTERS—WMU—Rosemary Clooney, Jack Carson, Guy Mitchell—Different type musical western will need plenty of help—91m.—see Feb. 10 issue—Leg.: B—(Technicolor)—(5314).
- SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Aug. 11 issue—Leg.: B—(5402).
- SECRET OF THE INCAS—MD—Charlton Heston, Robert Young, Nicole Maurey—Interesting adventure programmer—101m.—see June 2 issue—Leg.: B—(Technicolor)—(5318).

TO BE REVIEWED OR IN PRODUCTION

- BLUE HORIZONS—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision).
- BRIDGES AT TOKO—RI—William Holden, Frederic March, Grace Kelly, Mickey Rooney—(Technicolor).
- CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor).
- COUNTRY GIRL, THE—Bing Crosby, William Holden, Grace Kelly.
- EDDIE FOY AND THE 7 LITTLE FOYS—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision).
- LOVE IS A WEAPON—John Payne, Mary Murphy—(Technicolor)—(VistaVision).
- LUCY GALLANT—Jane Wyman, Charlton Heston—(Technicolor)—(VistaVision).
- MAMBO—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy).
- RUN FOR COVER—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision).
- STRATEGIC AIR COMMAND—James Stewart, June Allyson—(Technicolor)—(VistaVision).
- 3 RING CIRCUS—Dean Martin, Jerry Lewis, Zsa Zsa Gabor—(Technicolor)—(VistaVision).
- TO CATCH A THIEF—Gary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France).
- ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe).
- WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision).
- WHITE CHRISTMAS—Bing Crosby, Danny Kaye, Rosemary Clooney—(Technicolor)—(VistaVision).

RKO

(1952-53 releases from 301

1953-54 releases from 401)

- (Numerals in brackets indicate maximum aspect ratio in which features can be projected)
- BADMAN'S TERRITORY—W—Randolph Scott, Ann Richards, George "Gabby" Hayes—Scott name should help reissue—98m.—see May 5 issue—(476).
- CARNIVAL STORY—MD—Anne Baxter, Steve Cochran, Lyle Bettger—Colorful meller is packed with selling angles—94m.—see Mar. 24 issue—Leg.: B—(Agfa Color)—(Print by Technicolor)—(Made in Germany)—(412)—(1.75-1).
- DANGEROUS MISSION—MD—Victor Mature, Piper Laurie, Vincent Price—Fair programmer—75m.—see Mar. 10 issue—(Technicolor)—(3-D-410)—(2-D-430)—(1.75-1).
- ENCHANTED COTTAGE, THE—D—Robert Young, Dorothy McGuire, Herbert Marshall—Reissue has names to appeal to women—91m.—see Mar. 10 issue—(472).
- EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Aug. 11 issue—(570).
- GUNGA DIN—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).

- HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanne Crain—Star value will make the difference in general release—111m.—see June 2 issue—(Technicolor)—(551).
- KILLERS FROM SPACE—SFD—Peter Graves, James Seay, Barbara Bestar—Science-fiction entry will fit into the lower half—71m.—see Feb. 10 issue—(409)—(1.85-1).
- LOST PATROL, THE—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).
- MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—Names should help reissue—93m.—see Apr. 7 issue—(473).
- PETER PAN—CAR—Voices of Bobby Driscoll, Kathryn Beaumont, Hans Conreid—High rating Disney—77m.—see Mar. 10 issue—(Technicolor)—(492).
- PINOCCHIO—CAR—Disney cartoon reissue has the angles—87m.—see Mar. 10 issue—(Technicolor)—(493).
- RACHEL AND THE STRANGER—DMU—Loretta Young, William Holden, Robert Mitchum—Reissue has the names to help—79m.—see Jan. 27 issue—(469).
- SAINT'S GIRL FRIDAY, THE—MD—Louis Hayward, Naomi Chance, Sidney Tafler—Import will fit into the lower half—68m.—see Mar. 24 issue—Leg.: B—(English-made)—(411).
- SEA AROUND US, THE—DOC—High rating documentary—61m.—see Mar. 10 issue—(Technicolor)—(403).
- SHE COULDN'T SAY NO—C—Robert Mitchum, Jean Simmons, Arthur Hunicutt—Pleasing comedy—89m.—see Jan. 27 issue—(40B)—(1.75-1).
- SILVER LODE—OMD—John Payne, Elizabeth Scott, Dan Duryea—Standard outdoor show—80m.—see May 19 issue—(Technicolor)—(413).
- SINS OF ROME—MD—Ludmilla Tcherina, Massimo Girotti, Gianna Moria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(414).
- SPANISH MAIN, THE—MD—Maureen O'Hara, Paul Henreid, Walter Slezak—Reissue has the names to help—100m.—see May 5 issue—(Technicolor)—(475).
- STATION WEST—W—Dick Powell, Jane Greer, Agnes Moorehead—Names should help reissue—92m.—see June 2 issue—(47B).
- SUSAN SLEPT HERE—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see July 14 issue—Leg.: B—(Technicolor)—(501).
- TALL IN THE SADDLE—W—John Wayne, Ella Raines, George "Gabby" Hayes—Reissue has Wayne name to help—88m.—see Mar. 10 issue—(471).
- THEY WON'T BELIEVE ME—D—Robert Young, Susan Hayward, Jane Greer—Reissue has the names to help—94m.—see Apr. 7 issue—(474).
- THING FROM ANOTHER WORLD, THE—SFD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Science fiction reissue offers exploitation possibilities—86m.—see June 2 issue—(477).
- VALLEY OF THE SUN—W—Lucille Ball, James Craig, Dean Jagger—Reissue has the names to help—78m.—see Jan. 27 issue—(470).
- WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Aug. 11 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

- AFRICA ADVENTURE—Documentary—(Color).
- AMERICANO, THE—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(SuperScope).
- BIG RAINBOW, THE—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(SuperScope).
- CATTLE QUEEN OF MONTANA—Barbara Stanwyck, Ronald Reagan—(Technicolor)—(SuperScope).
- CONQUEROR, THE—John Wayne, Susan Hayward—(Color)—(CinemaScope).
- GIRL RUSH—Rosalind Russell—(Technicolor)—(VistaVision).
- HEAVY WATER—Documentary on World War II—(Norwegian-made).
- JET PILOT—John Wayne, Janet Leigh, J. C. Filppen—119m.—(Technicolor)—(SuperScope).
- PASSION—Cornel Wilde, Yvonne DeCarlo—(Technicolor)—(SuperScope).
- SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(SuperScope)—(1.75-1).
- THIS IS MY LOVE—Linda Darnell, Dan Duryea, Faith Domergue—(Pathe Color).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- HELL'S HALF ACRE—MD—Wendell Corey, Evelyn Keyes, Elsa Lanchester—Okeh melodrama has names to help—91m.—see Feb. 10 issue—Leg.: B—(Made in Hawaii)—(5304).
- JOHNNY GUITAR—ODMU—Joan Crawford, Sterling Hayden, Mercedes McCombidge—Crawford draw will be the most important factor in the selling—110m.—see May 5 issue—(Trucolor)—(5307).
- JUBILEE TRAIL—ODMU—Vera Ralston, Joan Leslie, Forrest Tucker—Lavishly produced outdoor drama has the angles—103m.—see Jan. 27 issue—(Trucolor by Consolidated)—(5303).
- LAUGHING ANNE—MD—Wendell Corey, Margaret Lockwood, Forrest Tucker—Interesting melodrama has the angles—90m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in England)—(5305).
- MAKE HASTE TO LIVE—D—Dorothy McGuire, Stephen McNally, Mary Murphy—Suspenseful drama has names to help—90m.—see Apr. 7 issue—(5306).
- OUTCAST, THE—OD—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Trucolor)—(530B).
- PHANTOM STALLION—W—Rex Allen, Slim Pickens, Carl Balenda—Routine series entry—54m.—see Apr. 21 issue—(5331).

- SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).
- UNTAMED HEIRESSES—C—Judy Canova, Donald "Red" Barry, George Cleveland—For the lower half—70m.—see May 5 issue—(5325).

TO BE REVIEWED OR IN PRODUCTION

- ATOMIC KID, THE—Mickey Rooney, Elaine Davis, Robert Strauss.
- CAROLINA CANNONBALL—Judy Canova.
- HELL'S OUTPOST—Rod Cameron, Joan Leslie, John Russell.
- ROOGIE'S BUMP—Robert Marriot, Ruth Warrick, Robert Simon.
- SHANGHAI STORY, THE—Edmond O'Brien, Ruth Roman—90m.
- TOBOR, THE GREAT—Charles Drake, Karen Booth, Arthur Shields—70m.—(5309).
- TROUBLE IN THE GLEN—Margaret Lockwood, Orson Welles, Forrest Tucker—(Trucolor)—(English-made).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

- BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).
- CRY OF THE CITY—MYMD—Victor Mature, Richard Conte, Shelley Winters—Reissue has names to help—95m.—see Mar. 24 issue—(441).
- DEMETRIUS AND THE GLADIATORS—MD—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).
- GAMBLER FROM NATCHES, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—(Print by Technicolor)—(417).
- GARDEN OF EVIL—AD—Gory Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).
- GORILLA AT LARGE—MYMD—Cameron Mitchell, Anne Bancroft, Lee J. Cobb—Exploitable programmer—84m.—see May 5 issue—Leg.: B—(Technicolor)—(3-D and 2-D)—(406).
- HELL AND HIGH WATER—AD—Richard Widmark, Belle Darvi, Victor Francen—Melodramatic sea story is headed for the better money—103m.—see Feb. 16 issue—(Technicolor-DeLuxe)—(CinemaScope)—(403).
- NEW FACES—MUC—Ronny Graham, Eartha Kitt, Robert Clary—Entertaining musical revue should benefit from CinemaScope—98m.—see Feb. 24 issue—Leg.: B—(Color)—(CinemaScope)—(409).
- NIGHT PEOPLE—MD—Gregory Peck, Broderick Crawford, Rita Gam—Suspensive meller has the names to help—93m.—see Mar. 24 issue—(Technicolor)—(Made in Germany)—(CinemaScope)—(407).
- ORCHESTRA WIVES—MUCD—Glenn Miller and Orchestra, George Montgomery, Ann Rutherford—Reissue has the names to help—98m.—see May 5 issue—(445).
- PRINCE VALIANT—COSMD—James Mason, Janet Leigh, Robert Wagner—Entertaining CinemaScope entry should land in the better money—100m.—see Apr. 7 issue—(Technicolor-DeLuxe)—(CinemaScope)—(411).
- PRINCESS OF THE NILE—COSMD—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the duellers—71m.—see June 16 issue—(Technicolor)—(414).
- RACING BLOOD—ACD—Bill Williams, Jean Porter, Jimmy Boyd—Pleasant racing show for the lower half—76m.—see Mar. 24 issue—(SupercineColor)—(410).
- RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(40B).
- RIDERS OF THE PURPLE SAGE—W—George Montgomery, Lynne Roberts, Mary Howard—Outdoor reissue may be helped by names—56m.—see Mar. 24 issue—(443).
- RIVER OF NO RETURN—OACD—Robert Mitchum, Marilyn Monroe, Rory Calhoun—Name draw will make the difference—91m.—see May 5 issue—Leg.: B—(Technicolor)—(CinemaScope)—(405).
- ROCKET MAN, THE—CD—Charles Coburn, Spring Byington, George Winslow—Okeh programmer for the duellers—79m.—see May 5 issue—(412).
- ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(41B).
- SCUDDA-HOO! SCUDDA-HAY!—D—June Haver, Lon McCallister, Walter Brennan—Reissue has names to help—95m.—see Mar. 24 issue—(440).
- SIEGE AT RED RIVER, THE—OD—Van Johnson, Joanne Dru, Richard Boone—Cavalry vs. Indians show should have usual appeal in action spots—86m.—see Apr. 7 issue—(Technicolor)—(404).
- STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Reissue has the names to help—91m.—see Mar. 24 issue—(442).
- SUN VALLEY SERENADE—MUC—Sonja Henie, John Payne, Glenn Miller—Reissue has the names and angles—86m.—see May 5 issue—(446).
- THREE COINS IN THE FOUNTAIN—ROMD—Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara—Good romantic drama—101m.—see May 19 issue—(Made in Italy)—(Color by DeLuxe)—(CinemaScope)—(413).
- THREE YOUNG TEXANS—W—Mitzi Gaynor, Keefe Brasselle, Jeffrey Hunter—Interesting western—78m.—see Jan. 27 issue—(Technicolor)—(402).

TO BE REVIEWED OR IN PRODUCTION

- ADVENTURES OF HAJJI BABA—John Derek, Elaine Stewart, Amanda Blake—(Color)—(CinemaScope).
- BLACK WIDOW—Ginger Rogers, Van Heflin, Gene Tierney—(Color)—(CinemaScope)—(423).
- CARMEN JONES—Dorothy Dandridge, Pearl Bailey, Harry Belafonte—(Color)—(CinemaScope)—(422).

DESIREE—Marlon Brando, Jean Simmons, Merle Oberon—(Color)—(CinemaScope).
EGYPTIAN, THE—Edmund Purdom, Victor Mature, Jean Simmons, Gene Tierney, Bella Darvi—(Color)—(CinemaScope)—(420).
LIFE IN THE BALANCE, A—Ricardo Montalban, Anne Bancroft—(Made in Mexico).
PRINCE OF PLAYERS—Richard Burton, Maggie McNamara—(Color)—(CinemaScope).
RACERS, THE—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe).
TALL MEN, THE—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).
THERE'S NO BUSINESS LIKE SHOW BUSINESS—Ethel Merman, Dan Dalley, Marilyn Monroe, Donald O'Connor, Mltzi Gaynor, Johnnie Ray—(Color)—(CinemaScope).
UNTAMED—Tyronne Power, Susan Hayward, Victor Mature—(Color)—(CinemaScope).
WHITE FEATHER—Robert Wagner, Virginia Leith, Dale Robertson—(Color)—(CinemaScope).
WOMAN'S WORLD—Clifton Webb, Fred MacMurray, June Allyson, Cornei Wilde, Van Heflin, Gloria Grahame—(Technicolor)—(CinemaScope)—(421).

United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

ADVENTURES OF ROBINSON CRUSOE—AD—Dan O'Herrlihy, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made in Mexico)—(Dancigers-Ehrlich)—(2-1).
APACHE—MD—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).
BEACHHEAD—MD—Tony Curtis, Frank Lovejoy, Mary Murphy—Good action programmer—89m.—see Feb. 10 issue—(Pathe Color)—(Print by Technicolor)—(Schenk)—(1.85-1).
BEAT THE DEVIL—D—Humphrey Bogart, Jennifer Jones, Gina Lollobrigida—Name draw will have to make the difference—92m.—see Mar. 10 issue—Leg.: B—(Made in Europe)—(Santana-Romulus)—(1.75-1).
BEAUTIES OF THE NIGHT, THE—CDFAN—Gerard Philippe, Martine Carol, Gina Lollobrigida—Amusing import for the art houses—84m.—see Apr. 7 issue—Leg.: B—(French-made)—(English titles)—(Lopert).
CAPTAIN KIDD AND THE SLAVE GIRL—MD—Anthony Dexter, Eva Gabor, Alan Hale, Jr.—Far the lower half—83m.—see June 2 issue—Leg.: B—(Color)—(Wisberg-Pollexfen).
CHALLENGE THE WILD—DOC—George and Sheila Graham—Far the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).
CHAMPION—MD—Kirk Douglas, Marilyn Maxwell, Arthur Kennedy—Name strength should help reissue—99m.—(see Apr. 21 issue)—(Kramer).
CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).
DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).
DRAGON'S GOLD—MD—John Archer, Hillary Brooke, Noel Cravath—Routine programmer for the lower half—70m.—see Feb. 10 issue—(Wisberg-Pollexfen)—(1.75-1).
GOLDEN MASK, THE—MD—Van Heflin, Wanda Hendrix, Eric Portman—Interesting import has names to help—87m.—see Mar. 10 issue—(Technicolor)—(English-made)—(Mayflower).
GO, MAN, GO!—D—Dane Clark, Pat Breslin, Sidney Poitier—Interesting sports entry—82m.—see Jan. 27 issue—(Leader)—(1.66-1).
GOG—SFMD—Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—85m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tors)—(1.85-1).
HOBSON'S CHOICE—C—Charles Laughton, John Mills, Brenda de Banzie—Laughton's name should aid in the selling—107m.—see June 2 issue—(English-made)—(London)—(1.85-1).
HOME OF THE BRAVE—D—Douglas Dick, Steve Brodie, Jeff Corey—Reissue may have some appeal on war angles—85m.—see Apr. 21 issue—(Kramer).
KIDNAPPERS, THE (Little Kidnappers, The)—D—Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank).
LONE GUN, THE—W—George Montgomery, Dorothy Malone, Frank Faylen—Fair western—73m.—see Apr. 7 issue—(Color by Color Corporation)—(Superior)—(1.66-1).
LITTLE KIDNAPPERS, THE—see Kidnappers, The.
LONG WAIT, THE—MYMD—Anthony Quinn, Charles Coburn, Peggie Castle—Interesting meller—93m.—see May 5 issue—Leg.: B—(Saville)—(1.75-1).
MALTA STORY—HISMD—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66-1).
MAN IN HIDING—MD—Paul Henreid, Lois Maxwell, Kieron Moore—Okeh import for the duallers—79m.—see Nov. 18 issue—Leg.: B—(English-made)—(Paal).
MAN WITH A MILLION—C—Gregory Peck, Jane Griffiths, Ronald Squire—Names should help amusing comedy—90m.—see June 2 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).
OVERLAND PACIFIC—MD—Jack Mahoney, Peggie Castle, Adele Jergens—Routine programmer for the lower half—72m.—see Feb. 10 issue—(Color)—(Small)—(1.75-1).

QUEEN'S ROYAL TOUR, A—DOC—Record of royal tour is best for the art houses—84m.—see Mar. 24 issue—(Eastman Color)—(English-made)—(Rank)—(1.66-1).
RETURN TO TREASURE ISLAND—AD—Tab Hunter, Dawn Addams, Porter Hall—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).
RIDERS TO THE STARS—SFD—William Lundigan, Herbert Marshall, Martha Hyer—Satisfactory science fiction show—81m.—see Jan. 27 issue—(Color)—(Tors)—(1.85-1).
SCARLET SPEAR, THE—MD—John Bentley, Martha Hyer, Morasi—Programmer will fit into the lower half—78m.—see Mar. 24 issue—(Technicolor)—(Made In Africa)—(Present-Day)—(1.66-1).
SOUTHWEST PASSAGE—OD—John Ireland, Joanne Dru, Rod Cameron—Okeh outdoor show—75m.—see Apr. 21 issue—(Pathe Color)—3-D and 2-D—(Small)—(1.66-1).
TOP BANANA—F—Phil Silvers, Rose Marie, Danny Scholl—Hilarious farce has the angles—100m.—see Jan. 27 issue—Leg.: B—(Color)—(Popkin)—(1.85-1).
VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).
WITNESS TO MURDER—MD—Barbara Stanwyck, George Sanders, Gary Merrill—Okeh suspense meller has stars to help—81m.—see Apr. 21 issue—(Erskine)—(1.85-1).
YELLOW TOMAHAWK, THE—MD—Rory Calhoun, Peggie Castle, Noah Beery—Okeh for the duallers—82m.—see May 19 issue—(Color)—(Schenk-Koch)—(1.75-1).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT CONTESSA, THE—Humphrey Bogart, Ava Gardner, Edmond O'Brien—(Technicolor)—(Made In Italy)—(Figaro).
BATTLE TAXI—Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur).
BEACHCOMBER, THE—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made).
BLACK TUESDAY—Edward G. Robinson, Jean Parker—(Goldstein).
CROSSED SWORDS—Errol Flynn, Gina Lollobrigida—(Pathecolor)—(Made In Italy)—(Mahon and Vassarotti)—(1.75-1)—83m.
DOWN THREE DARK STREETS—Broderick Crawford, Ruth Roman—(Gardner-Levey).
FIREBIRD, THE—Ellen Rasch, international ballet and opera cast—(Lesser)—(Gevacolor).
GABRIEL HORN, THE—Burt Lancaster, Diana Lynn—(Color)—(CinemaScope)—(Hecht-Lancaster).
GOOD DIE YOUNG, THE—Richard Basehart, Gloria Grahame, John Ireland—(Romulus).
GOLDEN MISTRESS, THE—John Agar, Rosemarie Bowe, Abner Biberman—(Technicolor)—(Kay-Rybnick)—(Made in Haiti).
JESSE JAMES' WOMEN—Peggie Castle, Jack Beutel, Don Barry—(Technicolor)—(Panorama).
KHYBER PATROL—Richard Egan, Dawn Addams—(Color)—(World)—(1.75-1).
LAWLESS RIDER, THE—Johnny Carpenter, Frankie Darro, Douglas Dumbrille—(Carpenter).
MARTY—Ernest Borgnine—(Hecht-Lancaster).
NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).
NOT AS A STRANGER—Robert Mitchum, Oivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).
OPERATION MANHUNT—Harry Townes, Irja Jensen—(Made in Canada)—(Feldkamp).
OTHELLO—Orson Welles, Michael MacLiammoir, Suzanne Cloutier—(Made in Europe)—(Mercury).
PURPLE PLAIN, THE—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).
RING AROUND SATURN—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).
ROMEO AND JULIET—Laurence Harvey, Susan Shentall, Flora Robson—(Technicolor)—(English-made)—(Made in Italy)—(Rank).
SHIELD FOR MURDER—Edmond O'Brien, Marla English—(Schenk-Koch).
SITTING BULL—Dale Robertson, J. Carrol Naish, Mary Murphy—(Color)—(CinemaScope)—(Frank).
STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).
STEEL CAGE, THE—Paul Kelly, Maureen O'Sullivan, Walter Slezak—(Swartz-Doniger).
STORY OF WILLIAM TELL, THE—Errol Flynn, Bruce Cabot, Antonella Laudì—(Pathecolor)—(Made in Europe)—(CinemaScope)—(Mahon).
STRANGER ON HORSEBACK—Joel McCrea, Miroslava—(Technicolor)—(Goldstein).
SUDDENLY—Frank Sinatra, Sterling Hayden, Nancy Gates—(Bassler).
SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Print by Technicolor)—(Made in Italy)—(Lopert).
TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).
TWIST OF FATE—Ginger Rogers, Jacques Bergerac—(Made in France and England)—(Setton)—(1.85-1).
VERA CRUZ—Gary Cooper, Burt Lancaster, Denise Darce—(Hecht-Lancaster)—(Made in Mexico)—(Technicolor).
WHITE ORCHID, THE—William Lundigan, Peggie Castle—(Color)—(Le Borg).
YOU KNOW WHAT SAILORS ARE—Akim Tamiroff, Donald Sinden, Sarah Lawson—(Technicolor)—(English-made)—(Rank).

BLACK HORSE CANYON—OD—Joel McCrea, Marl Blanchard, Race Gentry—Good outdoor film—81½m.—see June 2 issue—(Technicolor)—(423)—(2-1).
BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429).
CREATURE FROM THE BLACK LAGOON—SFD—Richard Carlson, Julia Adams, Richard Denning—Well-paced science fiction thriller—79m.—see Feb. 24 issue—(2-D)—(416)—(3-D)—(415)—(1.85-1).
DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(430)—(2-1).
DRUMS ACROSS THE RIVER—OD—Audie Murphy, Lisa Gaye, Lyle Bettger—Standard outdoor show—78m.—see May 19 issue—(Technicolor)—(422)—(2-1).
EGG AND I, THE—C—Claudette Colbert, Fred MacMurray, Marjorie Main—Reissue has the names and angles—108m.—see June 2 issue—(426)—(1.85-1).
FIREMAN, SAVE MY CHILD—F—Spike Jones and the City Slickers, Buddy Hackett, Hugh O'Brian, Adele Jergens—Zany novelty has laughs and coraball humor—80m.—see May 5 issue—(421)—(1.85-1).
FRANCIS JOINS THE WACS—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94½m.—see July 14 issue—(427)—(1.85-1).
JOHNNY DARK—ACD—Tony Curtis, Piper Laurie, Don Taylor—Names should help standard auto racing film—85m.—see June 2 issue—(Technicolor)—(424)—(2-1).
MA AND PA KETTLE AT HOME—F—Marjorie Main, Percy Kilbride, Alice Kelley—Usual series entry—81m.—see Mar. 10 issue—(418)—(1.85-1).
MAGNIFICENT OBSESSION—ROMD—Jane Wyman, Rock Hudson, Barbara Rush—High rating—108m.—see May 19 issue—(Technicolor)—(433)—(2-1).
PLAYGIRL—D—Shelly Winters, Barry Sullivan, Colleen Miller—Names should help entertaining programmer—85m.—see Apr. 21 issue—Leg.: B—(420)—(1.85-1).
RAILS INTO LARAMIE—OD—John Payne, Mari Blanchard, Dan Duryea—Fair outdoor drama—81m.—see Mar. 24 issue—(Technicolor)—(419)—(2-1).
RIDE CLEAR OF DIABLO—OD—Audie Murphy, Dan Duryea, Susan Cabot—Fair outdoor drama—80m.—see Feb. 10 issue—(Technicolor)—(413)—(2-1).
SASKATCHEWAN—OD—Alan Ladd, Shelley Winters, J. Carroll Naish—High rating outdoor film—87m.—see Feb. 24 issue—(Technicolor)—(Made in Canada)—(414)—(2-1).
TANGANYIKA—ACD—Van Heflin, Ruth Roman, Howard Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).
TAZA, SON OF COCHISE—OACMD—Rock Hudson, Barbara Rush, Gregg Palmer—Okeh cavalry versus Indians melodrama—79m.—see Jan. 27 issue—(Technicolor)—(3-D)—(410)—(2-D)—(411)—(2-1).
YANKEE PASHA—COSMD—Jeff Chandler, Rhonda Fleming, Mamie Van Doren—Actionful costume meller is loaded with selling angles—84m.—see Mar. 24 issue—(Technicolor)—(417)—(2-1).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE KEYSTONE COPS—Bud Abbott, Lou Costello, Lynn Bari.
BENGAL BRIGADE—Rock Hudson, Arlene Dahl—(Technicolor).
CAPTAIN LIGHTFOOT—Rock Hudson, Barbara Rush—(Pathe Color)—(CinemaScope).
CHIEF CRAZY HORSE—Victor Mature, Suzan Ball, John Lund—(Pathe Color)—(CinemaScope).
DESTRY—Audie Murphy, Mari Blanchard, Lori Nelson—(Technicolor).
FAR COUNTRY, THE—James Stewart, Ruth Roman, Corinne Calvet—(Technicolor)—(2-1).
FIVE BRIDGES TO CROSS—Tony Curtis, Julia Adams, George Nader.
FOUR GUNS TO THE BORDER—Rory Calhoun, Colleen Miller, George Nader—(Technicolor).
FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).
HIGH AND DRY—Paul Douglas, Hubert Gregg, Alex Mackenzie—(English-made)—(Rank).
MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
MAN WITHOUT A STAR—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).
NAKED ALIBI—Gloria Grahame, Sterling Hayden, Gene Barry—(431)—(1.85-1). Legion of Decency "B".
RETURN OF THE CREATURE—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).
RICHOCHET ROMANCE—Marjorie Main, Chill Wills—(1.85-1).
SIGN OF THE PAGAN—Jeff Chandler, Ludmilla Tcherina, Jack Palance—(Technicolor)—(CinemaScope).
SMOKE SIGNAL—Dana Andrews, Piper Laurie—(Technicolor).
SO THIS IS PARIS—Tony Curtis, Gene Nelson, Corinne Calvet—(Technicolor).
STUNTMAN, THE—Bud Abbott, Lou Costello.
THIS ISLAND EARTH—Bart Roberts, Faith Domergue—(Technicolor)—(2-1).
TO HELL AND BACK—Audie Murphy—(Technicolor)—(CinemaScope).
WEST OF ZANZIBAR—Anthony Steel, Sheila Sim, Edric Connor—(Technicolor)—(Made in East Africa)—(Rank).
YELLOW MOUNTAIN, THE—Lex Barker, Mala Powers—(Technicolor)—(432)—(2-1).

Universal-International

(1952-53 releases from 301; 1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)
ALWAYS A BRIDE—C—Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—83m.—see June 16 issue—(English-made)—(Rank)—(485).

Warners

(1952-53 releases from 201 1953-54 releases from 301)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)
BOY FROM OKLAHOMA, THE—OD—Will Rogers, Jr., Nancy Olson, Lon Chaney—Fair outdoor show—88m.—see Feb. 10 issue—(WarnerColor)—(320)—(1.66-1).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for GRANTLAND RICE SPORTLIGHTS (12), HEADLINER CHAMPIONS (6), HERMAN AND KATNIP (4), NOVELTOONS (6), PACEMAKERS (6), POPEYE CARTOONS (8), TOPPERS (6), and RKO Three Reel WALT DISNEY REISSUE (1).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for One Reel SCREENLINERS (13), SPORTSCOPEX (13), 3-D COLOR SPECIAL, COLOR SPECIAL, WALT DISNEY CARTOONS (18), WALT DISNEY MARQUEE MUSICALS (6), MICKEY MOUSE BIRTHDAY CARTOON REISSUES (6), ADVENTURES IN MUSIC CARTOONS, Republic Three Reels SPECIALS (1), and THIS WORLD OF OURS (6).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for 20th Century-Fox CINEMASCOPE SPECIALS (Technicolor), SEE IT HAPPEN (6), SPORTS (6), TERRYTOONS (26), TERRYTOON TOPPER REISSUES (10), and United Artists Three Reel TECHNICAL SPECIAL.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for One Reel Color Parades, Variety Views, Walter Lantz Cartunes, Woody Woodpecker Reissues, Warners Three Reel Special, Vistarama Specials, Classics of the Screen, Blue Ribbon Hit Parades, and Bugs Bunny Specials.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for No Parking Here, Bewitched Bunny, Devil May Hare, Yankee Doodle Bugs, Lumber Jack-Rabbit, Cinemascope Specials, Color Specials, Joe McDoakes Comedies, Melody Master Bands Reissues, Merrie Melodies, A Street Cat Named Sylvester, The Sports Parade, and Vitaphone Varieties.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for Can-Can (Color), Caribbean (BIS), Chinese Exhibition (Color), Cinderella's Love Lesson, Corrol (National Film Board of Canada), Corroboree (Australian Tourist Bureau), Crow And The Fox, The-Cuckoo, And The Cock, The (Color), Crucifixion (Meadaw), Crystal and Glassware (Color), Fifty-first Dragon, The (Tech.), Figurehead, The (Color), deRochemant, Fort McHenry (Hoffberg), Girl Behind The Curtain, Glass Houses (Meadaw), Glorious Lake Baikal, The, Glory of Goya (Manor), Going Places (Technicolor) (Handy), Guernica (Manor), Heart of Highland, The (Color), Henri Motisse (Manor), Howdy Doody and His Magic Hot, In The Pamins (Artkino) (Sovcolor), Isaac and Rebecca (Color) (Cornell), Joy of Living, The (Lewis), Kilmainham Jail (Mayer-Kingsley), Life With Caesar (Moyer-Kingsley), Little Greyneck (Color) (Artkino), Long Flight, The (BIS), Look Who's Driving (Technicolor), Love For Sale (3-D) (Union), Mald In The Hay (Union), Martin and Goston (Color) (Brest), May Day Parade, The (Artkino), Mountain of Fire (Color) (IFE), Once Upon a Doy (Color) (Manor), One Plane, One Bomb (Civil Defense), Open Window, The (BIS), Operation Hurricane (BIS), Painted Fox, The (Color) (Artkino), Poland 1953 Part IV (Artkino), Price of Liberty, The (COMPO), Prince For Cynthia, A (Meteor), Prince Philip (Stratford), Return to Glennoscaul (Mayer-Kingsley), Rodin, Master Sculptor (Manor), St. Patrick's Day Parade (Color), Siena, City of the Palio (IFE), Solar Eclipse, The (Artkino), Song Without Words (IFE), Soviet Sport No. 7 (Artkino), Spanish Gypsies (Hoffberg), Sunday By The Sea (Arlan), Surprise Peaks At Hollywood (Bell), Telephone Goes To Camp, The, Timber-r-r (Color) (Bell), Toot, Whistle, Plunk, And Boom (Technicolor) (Cinemascope) (Disney), Turpin-Olson Fight (Int. Boxing Club), USSR Today No. 1 (Artkino), USSR Today No. 5 (Artkino), USSR Today No. 16 (Artkino), USSR Today No. 18 (Artkino), USSR Today No. 22 (Artkino), USSR Today No. 26 (Artkino), USSR Today No. 31 (Artkino), USSR Today No. 34 (Artkino), Volentin Serav (Color) (Artkino), Willie, The Operatic Whale (Technicolor) (Buena Vista-Disney), Where Is Anabel (Bell), Witch Doctor (Manor), World At Yaur Feet, The (Tech.) (National Film Board of Canada), World Skating Chompionship, Yugoslav Folk Dances (Color).

Miscellaneous

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes Agricultural News No. 11, Americo's Untapped Asset, Anna Povlova Donces (Lewis), Athletic Stars (Color) (Artkino), Atom Goes to Sea, The (Bondy), Ballet Festival (NFB of Canada), Ballet of Degas (Color) (Union), Ben and Me (Technicolor) (Disney), Big Scot (Technicolor) (Wilding).

The Film Estimate Board of National Organizations

Presents

Joint Estimates Of Current Entertainment Films

August 15, 1954

AAUW American Association of University Women, N. Y. State, Mr. Wm. Comerford, M.P. Ch; Mrs. Thomas Fee, Ed. Ch; Mrs. Alfonso Gaimari, Pv. Ch.
AJC American Jewish Committee, Mrs. Herbert Langner, Nat'l M. P. Chairman; Mrs. Lillie S. Mayer, Co-Chairman.
ALA American Library Association, Miss Marilla Waite Freeman, Nat'l M. P. Preview Chairman.
CFLC Children's Film Library Committee. Mrs. Harry Lilly, Representative.
DAR National Society Daughters of the American Revolution, Mrs. F. Allan Burt, Nat'l. MP. Ch, Mrs. J. W. R. Cooper, Pv. Ch.
FMC National Federation of Music Clubs, Sigmund Spaeth, Nat'l M. P. Chairman.
GFWC General Federation of Women's Clubs, Mrs. Charlotte Baruth, Nat'l M. P. Ch; Mrs. Harold McGowan, Preview Chairman.
GSA Girl Scouts of the U.S.A., Miss Oleda Schrottky, Nat'l M. P. Chairman; Mrs. Willis A. Murphy, Co-Chairman.
NCW National Council of Women of the U.S., Mrs. Dean Gray Edwards, Nat'l. M.P. Ch., Mrs. Paul Woltskehl, Pr. Ch.
PMPC Protestant Motion Picture Council, Mrs. Jesse Bader, Nat'l Chairman; Mrs. John W. Bradbury, Pv. Chairman.
PTA (NCPT) National Congress of Parents and Teachers, Mrs. Louise S. Walker, National Motion Picture Ch; Mrs. Louis L. Bucklin, Pv. Editor
SMPC Schools Motion Picture Committee, Mrs. Marie Hamilton, Director.

A—Adults. Over 18 years **F—Family.** All Ages **YP—Young People.** Over 12 years **MYP—Mature Young People.**
CPR—Children's Programs Recommended (8-12 years) **CPA—Children's Program's Acceptable** (8-12 years)

* A star indicates an outstanding picture of its type. **FR—Family Recommended** Note: No feature-length picture is advised for children under 8
Ratings represent audience classification rather than recommendation

★BROKEN LANCE (20th Fox) CinemaScope (Technicolor)

Producer: Sol C. Siegel. Director: Edward Dmytryk. Photography: Joe McDonald. Music: Leigh Harline. Source: Screenplay by Richard Murphy. Leading Players: ROBERT WAGNER, RICHARD WIDMARK, Bob Adler, E. G. Marshall, Hugh O'Brian.

PLOT: A powerful cattle rancher of the 1880's makes a last stand, fighting the sons, whom he has alienated in his rise and who now threatens his empire.

ESTIMATES AGREE:

Here is an absorbing and powerful drama of a man in conflict with his family and with a changing era in the Southwest of the 1880's. Although the sprawling magnificence of the setting shows up to breathtaking advantage in CinemaScope, it remains but a well-integrated part of a more important human story. Spencer Tracy brings vigor and strength to the characterization of a rugged, imperious Irishman whose unremitting drive has built his ranch-holdings into a vast empire, only to find that the three sons of his first marriage are bitterly resentful of his outdated methods and jealous of their Indian half-brother. There is strong drama in the old man's stubborn failure to see that the lusty times over which he reigned must bow to the advent of a less flamboyant era. In the deadlock between the ways of the past and those of the future, brooding hatreds burn steadily, with specific instances of emotional conflict becoming as brutal as any physical struggle. Tracy's fights against both his sons and the law are—as they must be—a struggle to the death, befitting the close of an American era in which one man could hold feudal power. Robert Wagner and Richard Widmark are excellent as the sons, while Katy Jurado brings warm dignity to the role of the Indian wife. An exceptional Western drama. **A-YP**

A BULLET IS WAITING (Col) (Technicolor)

Producer: Howard Welsch. Director: John Farrow. Photography: Frank F. Planer. Music: Dimitri Tiomkin. Source: Screenplay by Thames Williamson and Casey Robinson. Leading Players: JEAN SIMMONS, RORY CALHOUN, Stephen McNally, Brian Aherne.

PLOT: A deputy sheriff and his prisoner, en route to Utah by plane, are forced down on the Coast of California.

ESTIMATES AGREE:

A modern melodrama of the great outdoors will be classified as a "Western" by virtue of its panoramic scenery, its setting on a small sheep ranch in California, its sheriff-prisoner feud and its intermittently burst of violence. Actually, however, there is a fair degree of emotional intensity developed by the small group of characters: Jean Simmons plays the intelligent and educated girl, living alone with her philosopher-father who is absent when a sheriff and his prisoner, bent on escaping, take refuge in the isolated ranch after a plane-crash. Character conflict is valid, but is developed quite slowly and resolved quite suddenly. Touches of philosophy acquire a leaden quality which real western fans may find a bit too ponderous to suit their tastes. **A-YP**

HER TWELVE MEN (MGM) (Technicolor)

Producer: John Houseman. Director: Robert Z. Leonard. Photography: Joseph Ruttenberg. Music: Bronislau Kaper. Source: Screenplay by William Roberts and Laura Z. Hobson. Based on the story by Louise Baker. Leading Players: GREER GARSON, ROBERT RYAN, Barry Sullivan, Richard Haydn, Barbara Lawrence, James Arness.

PLOT: A young widow with no teaching experience overcomes all opposition as the only woman member of the faculty of a boy's boarding school.

ESTIMATES AGREE:

Based on the book "Snips and Snails" by Louise Baker, this pleasant little comedy-drama provides Greer Garson with an opportunity to exhibit warmth, charm and understanding in her best Mrs. Chips tradition. Her "twelve men" are the lovable young boys to whom she must be substitute parent as well as teacher in a select private school. Their little tragedies—receiving no mail, failing in competition, being neglected by the group—elicit an occasional tear in the midst of laughter. Robert Ryan is excellent as the school master who really understands boys and enjoys his work. That he is similarly devoted to Miss Garson goes without saying. Technicolor adds a glossy quality to the surroundings. **F.**

KING RICHARD AND THE CRUSADERS (WB) CinemaScope (WarnerColor)

Producer: Henry Blanke. Director: David Butler. Photography: J. Peverell Marley. Music: Max Steiner. Source: Screenplay by John Twist. Based on "The Talisman" by Sir Walter Scott. Leading Players: REX HARRISON, VIRGINIA MAYO, George Sanders, Laurence Harvey, Robert Douglas.

PLOT: During the Crusades, a young Scottish knight aids Richard the Lion Hearted in overcoming treason in his own camp and in making a truce with the Saracens.

ESTIMATES AGREE:

Rex Harrison stars in a pseudo-historical spectacle based on "The Talisman" by Sir Walter Scott. Devoted to the era of the Third Crusade, the film uses its CinemaScopic lens to make much of the period's trappings; jewel-bedecked costumes, medieval coats of arms, joustings and combat with spear, mace and sword blaze across the screen in flamboyant color. Though sets, whether of the lists of the Crusaders or the luxurious Saracen tents, are imposing, the script is less than persuasive. George Sanders as Richard Coeur de Lion romps through the mock 12th century proceedings with obvious tongue-in-cheek as does Harrison the Saracen. Prettiest prop of all, of course, is Virginia Mayo. **A-YP**

LIVING IT UP (Para) (Technicolor)

Producer: Paul Jones. Director: Norman Taurog. Photography: Daniel Fapp. Music: Walter Scharf. Source: Screenplay by Jack Rose, Melville Shavelson. Based on the musical comedy "Hazel Flagg", based on a story by James Street. Leading Players: DEAN MARTIN, JERRY LEWIS, Janet Leigh, Edward Arnold, Fred Clark.

PLOT: Believing a small-town station-agent has but three weeks to live because of radiation poisoning, a headline-seeking newspaper editor brings him and his doctor to New York for a last fling.

ESTIMATES AGREE WITH ONE EXCEPTION:

A rather frantic piece of Martin and Lewis slapstick is loosely based on the old Carole Lombard-Frederic March movie "Nothing Sacred" and, later, on the stage musical "Hazel Flagg". The two comedians kick around the original plot for every possible laugh and drag it out almost interminably. The nearly incessant uproar outdoes itself now and again, notably in a jitterbug sequence between Sheree North and Jerry which leaves no muscle unturned. Dean's musical numbers are tuneful, choreography is attractive. **A-YP**

PTA: This tasteless, stereotyped slapstick is not up to Martin and Lewis standards.

SUSAN SLEPT HERE (RKO) (Technicolor)

Producer: Harriet Parsons. Director: Frank Tashlin. Photography: Nicholas Musuraca. Music: C. Bakaleinikoff. Source: Screenplay by Alex Gottlieb. Based on the play by Steve Fisher and Alex Gottlieb. Leading Players: DICK POWELL, DEBBIE REYNOLDS, Anne Francis, Glenda Farrell, Alvy Moore.

PLOT: Wishing to study juvenile delinquency first-hand, a Hollywood scenario writer accepts temporary custody of a seventeen-year-old girl picked up by the police.

ESTIMATES AGREE WITH TWO EXCEPTIONS:

A lightweight farce-comedy is diverting entertainment for hot-weather audiences. Frothy, pat, and decorated with pretty accessories—mink scarves, a fancy bar, etc.—a sophisticated situation lends itself to flippant repartee, some of which tends to misfire. Thanks largely to the charm and vivacity of young Debbie Reynolds, plot deficiencies become unimportant. A few well-placed songs serve as an extra fillip. **A-YP**

PMPC, PTA: This inept and heavy-handed treatment of a sophisticated plot lacks wit and gaiety.

THE DIAMOND WIZARD (UA) Dennis O'Keefe directs and stars in a British crime melodrama whose only virtue is its insight into Scotland Yard's techniques of crime detection. **A-YP**

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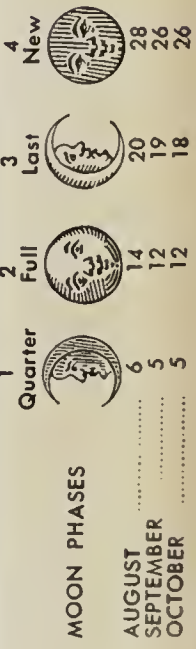
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Pictures in order of release, with principal players, are placed in the margin of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPETT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JULY Return From The Sea N. Brand, J. Sterling The Wicked G. Johns (English-made)	JULY Indiscretion Of An American Wife J. Jones, M. Clift, G. Cervi (Made in Italy) Hell Below Zero A. Ladd, B. Sydney, J. Teitel (Made in England) The Outlaw Stollion P. Carey, D. Patrick (Technicolor) The Caine Mutiny H. Bogart, J. Ferrer, V. Johnson, F. MacMurray (Technicolor) (Special release)	JULY River Beat P. Kirk, J. Bentley (English-made) Gone With The Wind (Reissue) (Technicolor)	JULY Volley Of The Kings R. Taylor, E. Parker (Made in Egypt) (Eastman Color) The Greatest Show On Earth (Reissue)	JULY Knock On Wood D. Kaye, M. Zetterling (Technicolor) The Show On Earth (Reissue)	JULY Susan Slept Here D. Powell, D. Reynolds (Technicolor) Gunga Din The Lost Patrol (Reissues) Hans Christian Andersen D. Kaye, Jeanmarie (Technicolor) (Goldwyn)	JULY Laughing Anne W. Corey, M. Lockwood, F. Tucker (Technicolor) (Made in England)	JULY Garden Of Evil G. Cooper, S. Hayward, R. Widmark (Technicolor) (CinemaScope) Gomblar From Natchez D. Robertson, D. Paget (Technicolor) The Royal Tour Of Queen Elizabeth And Philip (Color) (CinemaScope)	JULY Apache B. Lancaster, J. Peters (Technicolor) The Lawless Rider J. Carpenter, F. Darro, D. Dumbrielle (Carpenter) Return To Treasure Island D. Addams, T. Hunter (Pathecolor) (Pollexfen) Adventures Of Robinson Crusoe D. O'Herilly, J. Fernandez (Pathecolor) (Made in Mexico) (Dancigers-Ehrlich)	JULY Johnny Dark T. Curtis, P. Laurie (Technicolor) Tonganyika V. Heflin, R. Roman (Technicolor) The Egg and I (Reissue)	JULY The High and The Mighty J. Wayne, L. Day, C. Trevor (WarnerColor) (CinemaScope) Ring Of Fear P. O'Brien, M. Spillane, C. Beatty (WarnerColor) (CinemaScope)
AUGUST Security Risk J. Ireland, D. Malone Killer Leopard J. Sheffield, B. Garland	AUGUST Coroner Creek Gunfighters (Reissues) Pushover F. MacMurray, P. Carey, K. Novak The Law vs. Billy the Kid S. Brady B. St. John (Technicolor)	AUGUST Thunder Pass D. Clark, D. Patrick, A. Devine Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	AUGUST Her Twelve Men G. Garson, R. Ryan, (AnascoColor) (Print by Technicolor) Seven Brides For Seven Brothers H. Keel, J. Powell (CinemaScope) (AnascoColor)	AUGUST About Mrs. Leslie S. Booth, R. Ryan, M. Millar Living It Up D. Martin, J. Lewis, J. Leigh (Technicolor) Rear Window J. Stewart, G. Kelly, W. Corey (Technicolor)	AUGUST This Is My Love L. Dornell, D. Duryea, F. Domergue (Pathe color)	AUGUST Make Haste To Live D. McGuire, S. McNally, M. Murphy	AUGUST Broken Lance S. Trocy, R. Widmark, K. Jurado, R. Wagner, J. Peters (CinemaScope) (Color by DeLuxe) The Raid V. Heflin, A. Bancroft (Technicolor)	AUGUST Crossed Swords E. Flynn, G. Lollobrigida (Pathecolor) (Mahon-Vassarotti) Down Three Dork Streets B. Crawford, R. Roman (Gardner-Levy) The Diamond Wizard D. O'Keefe, M. Sheridan (Pallos) (English-made) Molto Story A. Guinness, J. Hawkins (De Sarigny) (English-made) Victory at Sea (NBC Film Division) (Documentary)	AUGUST Magnificent Obsession J. Wyman, R. Hudson, B. Rush (Technicolor) Francis Joins The WACS D. O'Connor, J. Adams C. Willis	AUGUST Duel In The Jungle D. Andrews, J. Crain, D. Farrar (Technicolor) (Made in South Africa and England) King Richard And The Crusaders R. Harrison, V. Mayo, L. Harvey, G. Sanders (WarnerColor) (CinemaScope)
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland The Human Jungle G. Merrill, J. Sterling	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technicolor) The Black Dakotas G. Merrill, W. Hendrix, J. Bramfield (Technicolor) Human Desire G. Ford, G. Grahame, B. Crawford	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe) The Deadly Game L. Bridges, S. Silva (English-made) The Unholy Four P. Goddard Life With The Lyons B. Daniels, B. Lyon (English-made)	SEPTEMBER Sobrina A. Hepburn, H. Bogart, W. Holden Every Girl Should Be Married The Window (Reissues) Possion C. Wilde, Y. DeCarlo (Technicolor) (SuperScope)	SEPTEMBER The Egyptian E. Purdom, V. Moture, J. Simmons, G. Tierney (Technicolor) (CinemaScope) A Woman's World C. Webb, F. MacMurray, J. Allynson (Technicolor) (CinemaScope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Bassler) Khyber Patrol R. Eagan, D. Addams, (Color) (World) The Golden Mistress J. Agor, R. Bowe (Technicolor) (Kay-Ryanick) Jesse James Women P. Castle, J. Beutel, D. Barry (Technicolor) (Panorama)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technicolor) The Block Shield Of Falworth T. Curtis, J. Leigh (Technicolor) (CinemaScope)	SEPTEMBER Drognet J. Webb, B. Alexander, A. Robinson (WarnerColor)			

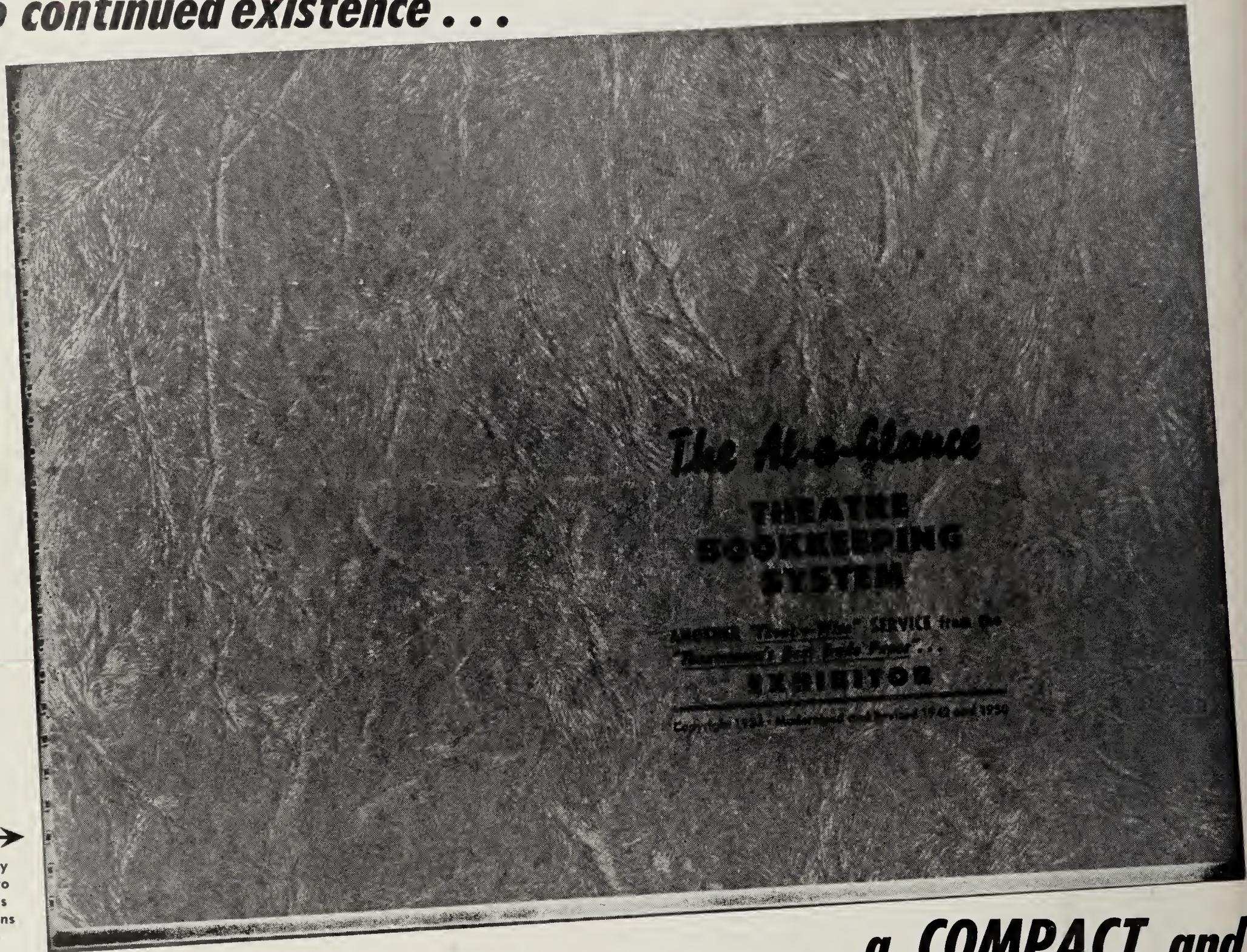
At the request of a midwestern drive-in owner, MOTION PICTURE EXHIBITOR is adding information concerning phases of the moon to its list of services. Drive-in operators should find it advantageous to book color films during a full moon. The accompanying chart applies to the central time zone, with slight adjustments necessary for east and west.



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Sept. 28-29—Rosh Hoshanah

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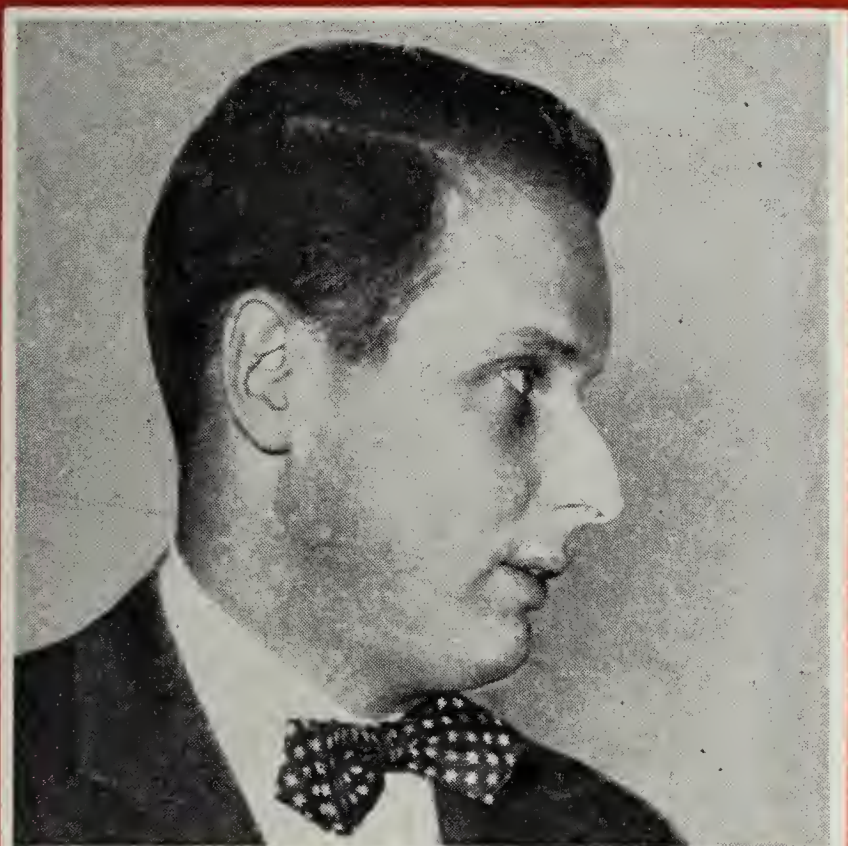
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EXHIBITOR

AUGUST 25, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



Perspecta Sound Royalty-Free

(page 7)

"Parking Space, A Modern Must"

(editorial)

AND FEATURING: EXTRA PROFITS



C. Robert Fine, Perspecta sound inventor, said last week that producers would no longer have to pay royalties for licenses to use the stereophonic system.



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PARKING SPACE, A MODERN MUST

THE MODERN EVOLUTION in retail trade is the decentralization of the nation's leading department stores and important shops, and the establishment of whole stores and large branches in the suburbs. So speedily is this movement taking place, that an important investor friend of ours has forecast that within 10 years, the large downtown department stores of our youth will be street level shops, with their upper floors serving as warehouses only for their much higher grossing branches.

Whether this ultimate conclusion is reached in 10 years or in 20, it is obvious to any observer that the movement is not just a matter of following the population shift to the suburbs, but is actually leading it. Suburbs have been there for years, but the suburbanites went "down town" to shop. Now, tremendous shopping centers are built in cornfields and pastures, with traffic arteries, rather than dwellings and people, the major consideration.

The American automobile is the key. And modern merchandisers recognize it. If there isn't adjacent parking for the American automobile, you can't entice the huge majority of the American population that rides in it *alone*.

Theatre business has had a homey example of this trend in the growth of its drive-ins. Through the very same years when congested neighborhood and Main Street small town theatres withered on the vine and closed by the fistfull, 4,200 drive-ins sprang from the cornfields and cow pastures and now represent over 20% of the industry's national gross. The adult car occupant paid, on the average, nearly double the admission price demanded by his unsuccessful contemporary, and received none of the luxuries of upholstered seating, air conditioning, ushers, and acoustics. He put up with inferior sound, a poor picture sometimes nearly an eighth of a mile away, and all of the inconveniences of open air weather; but *he had no parking troubles*. He, and his proudest possession, his American automobile, went to the movies together!

Shouldn't this point up the theatre development of the future?

Look around you at the roofed theatres that have closed. We'll wager that none have adequate adjacent parking facilities.

We know of one 1,400 seat remotely situated modern theatre with generous parking, that under competitive bidding was able to take away picture after picture from a nearby congested traffic bottleneck that formerly supported three theatres, one with over 3,700 seats.

We know of dozens of instances where the addition of modern drive-ins affected the grosses of neighboring roofed theatres, *except* those with adequate adjacent parking. The latter steamed right along without noticeable drop off.

Doesn't it sound as though the theatre development of the future will be in a minimum of five acres of parking space, out on the traffic arteries where the patrons can get to it? It is certain that if you want to attract the American patron you must arrange to take care of his American automobile.

ONE ON THE HOUSE

JUST AROUND the Labor Day corner, from what we hear, is Paramount's introduction to the new filming method, "VistaVision," through which they claim it will be possible to shoot the same, or even wider, angles of sets, with the same picture edge to picture edge clarity as now enjoyed by CinemaScope. "White Christmas" will be the first feature given the benefits of such filming, and it goes without saying that everyone in production, distribution and exhibition is waiting with real interest.

But from the exhibitor's viewpoint, this will be a very restful and unworrying introduction.

Prior to VistaVision, every new technique, whether a passing fancy or a permanent improvement, required the purchase of new and often high priced equipment before its value at the boxoffice could be assayed. 3-D, wide-screens, wide angle lenses, CinemaScope, stereophonic sound, Perspecta sound, etc., all cost money.

VistaVision however, is a new filming method rather than a filming, sound, and projecting one. It only requires the wide-screen and wide angle lenses which most theatres now possess. It doesn't even require stereophonic sound. And any new costs are Paramount's, right in their studio and print departments.

For exhibitors, this is one on the house!

Jay Emanuel

CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Terry Ramsaye, 68, former trade paper editor and author, dies at Norwalk, Conn. (page 7).

Robert B. Strickland, Atlanta producer and distributor, dies (page 10).

Distribution

RKO promotes Walter Branson to world-wide sales manager as Charles Boasberg, general sales manager, announces his resignation after 25 years (page 7).

J. Robert Rubin, MGM vice-president, resigns after 30 years with the company (page 7).

U-I schedules 11 features, nine in color, for release in five-month period (page 12).

Exhibition

New York exhibitors lose battle to include all houses under recent tax injunction (page 8).

Financial

Paramount estimates an improved six months and declares a dividend (page 6).

Crescent Amusement Company reports increase in net worth (page 8).

Ampex reports sharp sales rise, but lower net profit (page 8).

International

U-I convenes first sales conference bringing together all Far East officials (page 8).

20th-Fox announces distribution of CinemaScope features to be made in England under that nation's quota (page 8).

Legal

Schine contempt dismissal denied in Buffalo (page 12).

Mel Konecoff

A mixup over railroads, a "unique" party for "The Egyptian," and other miscellany come in for their share of attention (page 6).

Organizations

National Allied's committee, headed by Ben Marcus, president, meets with distribution toppers to discuss exhibitor complaints (page 7).

Production

William Goldman, Philadelphia exhibitor, and Paul Gregory, producer, announce the formation of Gregory-Goldwyn Enterprises, Inc., with their first to be "The Naked And The Dead" (page 6).

Technical

Perspecta sound is available to producers royalty-free, Arthur Loew and inventor C. Robert Fine announce in New York (page 7).



David Rose, left, executive producer, "The End of the Affair," Coronado production for Columbia release, is seen recently with his stars, Deborah Kerr and Van Johnson, in London, Eng.

NEW YORK By Mel Konecoff

PRESSBOOK MIXUP: Columbia, very concerned about its pressbook on "Human Desire," sent out a corrective mailing piece concerning same to wit:



KONECOFF

"We Missed The Train. In fact, on 'Human Desire,' we missed the entire railroad system.

"The 'Human Desire' pressbook, in both publicity and exploitation material, erroneously gives the Sante Fe Railroad credit for permission to use its yards, equipment, workers, etc., in

the film's important railroad sequences. 'Human Desire' was not filmed with the cooperation of the Sante Fe.

"Another railroad generously cooperated in the production of 'Human Desire.' It did so with the request that no publicity be accorded the fact.

"Please be sure to change any relevant publicity material. To all intent and purpose, 'Human Desire' was photographed on the film's mythical Central National R.R. At the same time, please be alert to the possibility of exploitation tie-ups with all railroad lines."

Boy, we were glad to be able to clear that up.

PARTY: Wire received as follows: "Can you attend unique party at Toots Shor's Thursday 4 to 6 p.m. and watch outstanding celebrities and top models parade before newsreel cameras wearing gowns, negligees, etc. This event for emergency March of Dimes which will be highlighted by 'Egyptian' premiere at Roxy Theatre next Tuesday. Best regards.

Faye Emerson & Skitch Henderson." We went and y'know they were right. There were models parading about as per above all inspired by "The Egyptian."

We always like to check these things carefully, and this kind of tieup is quite easy to take.

Latest Bulletins

(Developments At Press Time)

Goldman, Gregory Form New Production Unit

PHILADELPHIA—The formation of an independent company for the production of major motion pictures and stage attractions was announced by William Goldman, head, William Goldman Theatres; and Paul Gregory, youthful producer of Broadway and Hollywood.

Also to be associated with the new company will be Charles Laughton. Gregory flew in from Hollywood, where his first film for UA release, "The Night Of The Hunter," went into production this week.

Papers for the new organization were signed in the local offices of Goldman. Taking part in the negotiations were William Zimmerman, New York attorney, and Samuel H. Levy, Wolf, Block, Schorr and Solis-Cohen, who represented Goldman; and Gordon Youngman, Los Angeles attorney, who represented Gregory.

Headquarters for the new company, to be known as Gregory-Goldwyn Enterprises, Inc., will be in Hollywood with regional offices in New York and Philadelphia. A Pennsylvania corporation is to be formed, but there will be no stock available.

Gregory stated that major studio facilities will be leased, and that the first production will be Norman Mailer's "The Naked And The Dead," in color and one of the large screen processes, with production scheduled for June, 1955.

Laughton will be in charge of scripts, studio direction, and may direct. No releasing arrangements have been made.

Paramount Earnings Up

NEW YORK—Paramount voted a dividend for the third quarter of \$.50 per common share, payable on Sept. 14 to holders of record Sept. 1. Paramount estimated earnings for the second quarter ended July 3 at \$2,558,000, after tax provision, equal to \$1.16 per share including profits from sale of investments. Earnings for the comparable quarter last year were \$1,617,000. Estimates of earnings for the first six months of this year are also appreciably higher than last year's comparable period.

THE METROPOLITAN SCENE: Moe Silver's daughter, Barbara, became engaged last week. Daddy is with Stanley Warner in and about Pittsburgh in addition to being a camera enthusiast and a fine actor. . . . Walt Disney's "20,000 Leagues Under The Sea" getting more publicity breaks, and again Leo Samuels sends along proof this time in Collier's and in Adventure Magazine. (At least they provide reading matter for dull days.) . . . 20th-Fox out with 36 pages of sales tips, effective ads, etc., on "The Egyptian" in their pressbook. . . . Disney sending out to exhibs a pocket-sized check list on things to do when "The Vanishing Prairie" is booked into receiving theatres. A very handy way to set up a campaign.

Producers Get Perspecta Royalty-Free

RKO Ups Branson As Boasberg Resigns

HOLLYWOOD—Charles Boasberg, RKO general sales manager, resigned last week effective on Oct. 30, to become associated on a profit-sharing basis with the American Production and Distribution Corporation, headed by Fred Schwartz, president, Century Theatre Circuit, New York, J. R. Grainger, RKO president, announced.

Grainger disclosed that Walter Branson, currently RKO general foreign sales manager, and formerly assistant general sales manager, and who has been associated with RKO in a series of executive sales positions for the past 24 years, has been appointed as RKO world-wide sales manager.

Grainger announced that a domestic and a foreign sales manager, to work under Branson's supervision, will be selected shortly from within the RKO ranks.

Boasberg has been with RKO for the past 25 years as salesman, district and division manager.

Branson, Grainger says, is one of the most competent, well-liked and internationally known film executives in the entire motion picture industry. He has been with RKO for the past 24 consecutive years. He has occupied the position of salesman, branch manager, midwestern district manager, assistant general sales manager, and general manager in charge of all foreign operations.

Terry Ramsaye Dies

NORWALK, CONN.—Terry Ramsaye, 68, former motion picture trade paper editor and author of the two-volume history of silent films, "A Million and One Nights," died last week at Norwalk General Hospital.

Ramsaye, who was generally acknowledged as the dean of film historians, was admitted to the hospital after a fall at his home. He had been under treatment for a cardiac condition for several years.

Born in Tonganoxie, Kansas, he studied engineering at the University of Kansas and worked briefly in engineering before becoming a reporter in both Kansas City and Chicago. In 1915, he became publicity and advertising director, Mutual Film Corporation; later worked on government newsreels; and in 1915, started Kinograms newsreel. Later, he edited Pathe News and Pathe Audio Review and from this entered the motion picture trade journal field.

He is survived by his widow, a son, and his mother, who still lives in Tonganoxie.

Lipton U-I Pact Extended

NEW YORK—Universal-International last fortnight signed David A. Lipton, vice-president in charge of advertising and publicity, to a new contract which extends his current pact an additional three years and calls for a weekly salary of \$1,100 for 1954; \$1,200 weekly during 1955; and \$1,300 weekly from 1956 through 1958.

Allied Meets Distributors; Exhibitor Complaints Aired

NEW YORK—Ben Marcus, National Allied president and member of the committee checking into exhibitor complaints against distribution, stated last week that conferences between the committee and film company executives were progressing satisfactorily. Other committee members include Abram F. Myers, Jack Kirsch, Nathan Yamins, and Wilbur Snaper.

The exhibitor group met with Al Lichtman, William C. Gehring, Arthur Silverstone, and Don Norris, 20th-Fox; Charles Boasberg, RKO; Charles M. Reagan and Edward M. Saunders, MGM; Al Schwalberg and Ted O'Shea, Paramount; Ben Kalmenson, Warners; and Ray Moon, U-I, acting in Charles Feldman's absence. Previously, the Allied toppers had discussed exhibitor complaints with Abe Montague and Rube Jackter, Columbia, and Bernard Kranze, UA.

A report on the meetings was scheduled for the agenda at Allied's board meeting earlier this week at White Sulphur Springs, W. Va.

MGM's Rubin Resigns

NEW YORK—After a 30 year association with MGM, J. Robert Rubin, vice-president and general counsel, Loew's, Inc., announced last week his resignation as of Aug. 31, at the same time as the projected Loew's divorcement takes place.

The veteran executive, who began with the company when Marcus Loew acquired the producing assets of Louis B. Mayer Pictures, stated he needed "a little rest" after 40 years in the business. He said he would maintain a New York office, but had no future plans for the present.

Rubin's residual rights on films, said to be 5.1 per cent in the profit's of MGM for a 30 year period will be worked out later.

Rubin, 72, is a native of Syracuse, N. Y.; a graduate of Syracuse University, and has been associated with many civic and philanthropic organizations.

I N D E X

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Goal Is Standardization; Use Of Trade Name, Adherence To Standards Only License Conditions

NEW YORK—It was announced at a press meeting last week that effective immediately Perspecta stereophonic sound will be made available on a royalty-free basis to motion picture producers in the United States and overseas. The new policy was arrived at in consultation with MGM, Paramount, and Warners, the three major companies which have underwritten the cost of developing the system and which were the first to adopt it for all their pictures.

Present at the press conference were C. Robert Fine, inventor, and president, Perspecta Sound, Inc., and Arthur M. Loew, president, Loew's International, who personally sponsored the development and adoption of Perspecta.

Fine explained that MGM, Paramount, and Warners urged the move on Perspecta as its contribution to the furthering of much-needed standardization of sound in the industry and to the advancement of the art of motion picture making.

Perspecta agreed to waive the producers' fee hitherto charged of \$1,000 per feature and \$100 per reel of shorts, and to issue the royalty-free licenses subject to two conditions, agreement to use the trade-name, Perspecta Stereophonic Sound, and adherence to the technical standards for Perspecta established by the Research Council.

Pointing out that Perspecta is still the only system completely compatible with existing standard sound equipment and the only one that requires no changes in the booth beyond the simple installation of the Perspecta integrator unit and three sound channels, Loew stated, "Perspecta's new policy is for the benefit of all the industry. We hope it will result in universal adoption of this trouble-free system by the world industry. After every period of experimentation, there must follow standardization. The greatest benefits this industry has even enjoyed have come from standardization. It is high time this principle was adopted for stereophonic sound. The better enjoyment of motion pictures must mean in the end greater theatre attendance, larger grosses, and more revenue for both exhibitor and producer."

Loew added that "producers will seriously consider turning away from magnetic sound" as soon as enough theatres have been equipped with Perspecta. He claimed that the process was two to five cents cheaper per foot of film than magnetic stereophonic sound.

Since the first New York "Hear For Yourself" demonstration of Perspecta to the trade last April, there have been more than 40 demonstrations in major cities overseas and more than 20 have been held or are scheduled in the United States and Canada. Thirteen manufacturers, eight abroad and five in the United States, have been licensed to produce the Perspecta integrator units.

The International Scene

U-I Convenes First Far East Meeting

TOKYO—The Universal-International Far Eastern Sales Conference, the first in the history of any major company to bring together all delegates from the widely separated Far Eastern territories, convened last fortnight with Americo Aboaf, U-I vice-president and foreign general manager, presiding.

Vice-president and general sales manager Charles J. Feldman, on vacation in the Far East, was also present as guest of honor at the conference, along with Fortunat Baronat, publicity director.

Representing the divisional headquarters contingent at the sales meet are Far Eastern supervisor Arthur Doyle, managing director for Japan, Wally Orr, who functions as Doyle's assistant, and head auditor Paul Fehlen.

Present from Japan were G. Nakatani, general sales manager; T. Osaka, publicity manager; M. Horii, chief salesman; A. Hidano, assistant publicity manager; and K. Konishita, I. Sawada, Y. Kibe, and Y. Hirai, branch managers. U-I managers attending were Q. S. Mariano, Burma; C. Y. Zue, Formosa; G. Lao, Hong Kong; W. Broun, India; G. Boret, Indonesia; H. Sayers, Pakistan; M. Casey, Philippines; Y. K. Yao, Singapore; and L. De Jesus, Thailand.

The delegates screened a number of top U-I films, including "The Black Shield of Falworth" and "Sign of the Pagan," in Technicolor and CinemaScope; "So This Is Paris," "Bengal Brigade," "Tanganyika," and "Dawn at Socorro," in Technicolor; and "Francis Joins the Wacs."

England

Independent exhibitors in Britain who have installed CinemaScope can be sure of British quota product in the anamorphic medium in addition to the growing output of CinemaScope pictures from Hollywood. J. F. Pattinson, managing director, 20th-Fox's International Corporation, announced last week the first three British CinemaScope productions which foreshadow a continuous flow of quota pictures in the new medium.

It is the avowed object of 20th-Fox to encourage independent British production in CinemaScope by offering both finance and world-wide distribution to producers of proven merit.

First of the British CinemaScope pictures will be "That Lady," which 20th-Fox plans to pre-release in the West End of London in November, and make available to CinemaScope-equipped theatres immediately afterwards. It stars Olivia de Havilland, Gilbert Roland, Paul Scofield and Dennis Price, and is produced by Sy Bartlett and directed by Terence Young in Eastman color.

The company will then release "Long John Silver," now shooting in the Pacific, starring Robert Newton.

Twentieth-Fox has also acquired the distribution rights of "The Black Prince," Allied Artists production, starring Errol

Flynn. Pattison added that it is 20th-Fox's intention to stimulate British production in CinemaScope, and by opening the door to world markets they offer for the first time in film history a large dollar return to British producers from the United States.

The J. Arthur Rank Organization, Limited, announced last week that in view of the work resulting from their increased production program, the control of J. Arthur Rank Overseas Film Distributors, Limited, will be shared between two joint managing directors, Air Commodore F. M. F. West and Harry Norris.

Norris joined the Rank Organization as co-ordinating accountant in 1950. In 1952, he was appointed director, J. Arthur Rank Organization, Limited, which position he retains. The service agreement of Air Commodore West, present managing director, has been extended for a further term of years.

Brazil

A big surge in theatre construction is expected to start within a year in this country, according to Ned Seckler, RKO sales chief for that country.

In Rio de Janeiro, there are approximately 100 theatres, while Sao Paulo, another major city, has only 125 houses. The shortage of seating capacity is becoming acute, Seckler says.

There has been very little theatre construction in the past few years because admission prices have been frozen since 1946, and the rate of exchange has not been favorable. However, according to Seckler, there is a general belief these conditions will change this year.

One theatre is equipped for CinemaScope in Rio and one in Sao Paulo, and attendance at both theatres has been record-breaking, Seckler says.

Crescent Net Worth Up

NASHVILLE, TENN.—Kermit C. Stengel, president, Crescent Amusement Company, in the first stockholders meeting since the death of late president Tony Sudekum, reviewed the company's progress since 1946, pointing out that the company's net worth has increased 95 per cent.

Factors responsible for the increase were given as consistent putting of profits back into the business; consistent development of concession operations; building of shopping centers; and large parking areas for suburban houses and garages and lots for downtown theatres.

Stockholders defeated a proposal to increase capital stock from 10,000 shares at par value to 400,000 shares with \$5 par value. They also agreed to postpone for 30 days a proposal that "the general nature of the company shall be an amusement company, a real estate company, and a holding company," which would require a charter of reincorporation.

Directors elected include Mrs. Tony Sudekum, Mrs. R. E. Baulch, William F. Holman, Howell Campbell, and Stengel. Crescent operates 79 houses, 22 in the Nashville area.

Business Continues Good On Broadway

NEW YORK—Broadway first-runs continued at a merry pace last weekend, with excellent product credited for pulling in the patrons. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"KING RICHARD AND THE CRUSADERS" (Warners). Paramount opened to an expected \$50,000 week.

"BROKEN LANCE" (20th-Fox). Roxy reported \$16,314 for Thursday through Sunday, with the fourth, and last, five-day week anticipated at \$19,000.

"SEVEN BRIDES FOR SEVEN BROTHERS" (MGM). Radio City Music Hall, with stage show, maintained its great pace, and garnered \$104,000 for Thursday through Sunday; with the fifth week sure to tally \$175,000.

"LIVING IT UP" (Paramount). Criterion was anticipating \$27,000 for the fifth week.

"REAR WINDOW" (Paramount). Rivoli expected the third week to hit \$53,000.

"THE WEAK AND THE WICKED" (Allied Artists). Globe hoped for \$10,000 on the opening session.

"APACHE" (UA). Mayfair looked toward a \$15,000 seventh week.

"ON THE WATERFRONT" (Columbia). Astor continued to hold steady at \$59,000 for the fourth week.

"DRAGNET" (Warners). Victoria did a sensational \$50,000 on the first week.

"THE CAINE MUTINY" (Columbia). Capitol was sure of \$34,000 on the ninth week.

"MAGNIFICENT OBSESSION" (U-I). Loew's State expected the third week to reach \$33,000.

City Rejects Plan

NEW YORK—The fight for repeal of the city five per cent amusement tax was temporarily slowed last week when city attorneys rejected exhibitors' plan to include all theatres in the recent tax injunction order without their becoming parties to the suit. As it stands, Supreme Court Justice Nicholas M. Pette's order applies to only five Queens houses. The order prohibits the city from collecting "breakage" making the tax any more than the five per cent ceiling.

Theatre attorneys had argued that the city could save tremendous paperwork if it would permit other theatres to come under the injunction by declaring themselves in a similar situation and posting the required \$250 bond. Corporation counsel Adrian Burke, however, declared that the city could not enter into an agreement with theatres not a party to the action.

The alternative for exhibitors is to legally intervene in the case, declaring themselves as in a similar situation to original plaintiffs and posting the required bond. The final decision in the case, it was emphasized, will cover all theatres in the city and not merely those participating in the action. At last reports, exhibitors were planning another meeting at the Loew's home office to counter this most recent setback in New York's battle of nerves.

Thank
You,
Spyros
Skouras

SPYROS P. SKOURAS
PRESIDENT



TWENTIETH CENTURY-FOX FILM CORPORATION
HEAD OFFICE 444 WEST 56TH STREET, NEW YORK 19, N.Y.
BRANCHES IN ALL PRINCIPAL CITIES OF THE WORLD
TELEPHONE COLUMBUS 5-3320 CABLE ADDRESS, CENTIFILM NEW YORK

Mr. Robert S. Benjamin
United Artists Corporation
729 Seventh Avenue
New York, New York

August 6, 1954

Dear Bob:

I have just screened SITTING BULL. I am delighted that this big one should be your first in CinemaScope.

Only CinemaScope could have captured the full size of this picture and the gigantic scope of its story and battle scenes. You have a real winner which will without question be one of the big grossers of the coming months.

My congratulations to Bill Frank.
With kindest regards.

Sincerely,

SPS/ef

...THE WEST WAS NEVER BIGGER...

...ITS GLORY NEVER GREATER...



as
CINEMASCOPE

spreads the thundering story of

W. R. FRANK'S

SITTING BULL

IN MAGNIFICENT NEW EASTMAN COLOR



This Was The Week When

United Artists announced that the world premiere of "The Barefoot Contessa," scheduled for the Capitol, New York, in early October, will be under the sponsorship of CARE, making it the first theatrical event to receive the group's backing. . . . Fae R. Miske, secretary-treasurer, Joseph Burstyn, Inc., announced that arrangements were completed for IFE to distribute "Green Magic," Cannes and Berlin Film Festival winner of a South American expedition. . . . The world premiere of Warners' "A Star Is Born," marking Judy Garland's return to the screen, was set for the RKO Pantages, Hollywood, on Sept. 30.

Jack Webb made a personal appearance at the midwest premiere of Warners' "Dragnet," participating in a four day program of events before the bow at the Chicago, Chicago. . . . Director Charles Vidor announced the acquisition of the successful German play, "The Devil's General," for independent production. . . . Allied Artists announced that September releases would include "The Human Jungle," "Jungle Gents," and "Two Guns and a Badge," with "Tonight's the Night," "Ketchikan," and "Target Earth" set for October. . . . Ginger Rogers and her husband, Jacques Bergerac, starring in UA's "Twist of Fate," set a six city coast to coast tour on behalf of the film. . . . RKO announced that it would handle the foreign distribution of SuperScope, with demonstrations planned for Paris, London, and Rome. . . . U-I acquired the Saturday Evening Post serial, "Dead Man Pass."

Skouras Asks Vigilance Of NT Managers

LOS ANGELES—Urging theatre managers to exert more vigilance and better business methods, Charles P. Skouras, president, National Theatres, Inc., last week addressed a special meeting of Fox West Coast's southern California division.

The managers' meeting followed a session between Skouras and the district managers in which he outlined the product coming from the various major studios within the next few months, and called upon district men to be prepared for an upsurge in business as a result of the outstanding pictures in the offing.

Skouras cited the various benefits the circuit has made available to its managers, such as the company's retirement plan, insurance and welfare fund programs, and said the managers owed it to themselves to work harder and watch out for the company's results. The managers were called upon to exercise greater vigilance in supervision of house staffs and to extend the ultimate in service to patrons.

Edwin F. Zabel, general manager, expressed appreciation for managers' support since his assumption of the post, and reported their standing in the current showmanship drive as being over par.

A realignment of merchandising concessions policies was also announced by Skouras, who said the company will in the future absorb shortages previously covered by the theatre managers, but that the managers' participation would be reduced to offset the added expense. The change will permit closer supervision of concessions.

Strickland Is Mourned

ATLANTA—Robert B. Strickland, 56, motion picture producer and distributor, died at his home last week, following several months of ill health. With his brother, he owned Strickland Film Company, which produces and processes trailers. He was born in Birmingham, Ala., and was a graduate from the University of Alabama. He began in the film business with Paramount here.

Ampex Increases Sales

REDWOOD CITY, CAL.—Ampex Corporation sales rose 53 per cent to a total of \$5,418,000 during the fiscal year which ended on April 30, according to the firm's annual report released last week. The company lists four major areas of achievement during the year, an increased research and development program; the establishment of a nation-wide sales organization; the successful entry of three markets new to the firm; and the beginning of a program to reduce costs by increasing production efficiency.

Because of the policy of charging developments to current expense, rather than amortizing them over a long period, net profit before taxes dropped to \$70,000, from the previous year's \$302,000. Net earnings after taxes amounted to \$26,000, compared to \$89,000. The research and development program cost \$369,000 in contrast to only \$119,000 spent the previous year, A. M. Poniatoff, Ampex president, said.

Sales offices in New York, Washington, Chicago, Atlanta, and San Francisco were established during the year. Ampex also entered the theater equipment field by introducing theater sound systems for the CinemaScope process.

Distributors Win Point

NEW YORK—U. S. Federal Judge Lawrence F. Walsh last week upheld the distributors' contention that a consent decree can be enforced only by contempt proceedings by the government and dismissed a plaintiff's second cause of action in an anti-trust suit for \$450,000 damages.

Ida Amusement Corporation, operating the Fleetwood, Bronx, had sued J. J. Theatres, operating the competitive Kent; RKO, Warners, U-I, and 20th-Fox, charging that the distributors had given preference to the Kent. The distributors asked the dismissal of the second cause of action, which alleged that the defendants had violated the decree.

In granting the plaintiffs the right to amend the complaint within 10 days, Judge Walsh said, "It is not a violation of a decree, as such, which is actionable; the claim for relief must be for violation of the statute, not of the decree."

COMPO Ad Shows "All The World A Stage"

NEW YORK—The 25th in the series Council of Motion Picture Organizations ads in Editor and Publisher appeared last fortnight. It points out that just as the newspapers and press associations comb the world for information so the movie industry covers the globe in search for talent and locations to give realism to films. Entitled "The Big Story," the ad said "this globe-trotting of ours is news in its own right, colorful, glamorous, human interest news. We think it's a big story, a continuing story, and one your customers might like to read. Next week in Editor and Publisher we expect to run an announcement concerning forthcoming pictures that will be making news in the fall.

"The coming attractions at your neighborhood theatre," the ad pointed out, "may at this moment be announcing the imminent arrival of a screen play by a distinguished British novelist, starring a Viennese ballet dancer, and directed by a Kansan, who graduated from Yale Drama School to Broadway. The picture may have been shot in Ceylon, Egypt, Peru, Italy, Kenya, Colombia, or Holland—to mention a few of the more recent locations. All the world's our stage now."

Holiday Sues Majors In Product Quest

NEW YORK—Michael Rose, owner, Holiday, a Broadway house, brought suit in U.S. District Court last fortnight against eight major film companies alleging discrimination in the allocation of product.

Defendants are Loew's, Inc., Paramount Film Distributing Corporation, I.C.F. Film Corporation, Universal Film Exchange, Inc., RKO radio Pictures, Warners, Columbia, and United Artists.

The suit, brought under the anti-trust acts, claims that the dominant position of the defendants in motion picture distribution makes it impossible for any theatre to operate successfully without a supply of pictures distributed by the defendants. Rose further claims that the defendants have conspired to discriminate against his theatre by refusing the Holiday access to the higher grade of product in favor of other theatres located in the same section of the city. The plaintiff asks that the defendants be enjoined from continuing in the conspiracy and that the Holiday be awarded appropriate damages.

NT Cancels TV Orders

HOLLYWOOD—National Theatres revealed last week that orders for 16 large screen theatre TV installations had been cancelled because of demands by Theatre Network Television for 50 per cent of the gross on the forthcoming Marciano-Charles championship fight. Equipment had been ordered from the General Precision Equipment Company, and cities affected include Los Angeles, Detroit, Denver, Philadelphia, San Francisco, Long Beach, Milwaukee, San Diego, Kansas City, Oakland, Seattle, Phoenix, Tucson, Kansas City, Kan., Spokane, and Wichita.

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MR. SCHLANGER!**

*In Response To Exhibitor Requests
20th Century-Fox Announces A*

**“IT SHOULD
BE MADE
AVAILABLE
TO BE SHOWN
TO THE PUBLIC.”**

*—Ted Schlanger
Stanley Warner, Phila.*

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In response to hundreds of exhibitor requests, we are making available for public showing a special CinemaScope Technicolor short subject developed from the opening section of our recent demonstration reel on **THE ADVANCING TECHNIQUES OF CINEMASCOPE.**

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“THE MIRACLE OF STEREOPHONIC SOUND” is certain to be enthusiastically received by your patrons and will arouse wide-spread interest and laudatory comment. It will do a tremendous public relations job for you. And **IT'S FREE!**

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ABOUT GENUINE
4-TRACK MAGNETIC
STEREOPHONIC
SOUND!**

**This CinemaScope Short
Subject explains
it in detail!**

**IT'S
FREE!**

**Available Aug. 26! Get
in touch now with your
20th branch manager.**



Schine Contempt Dismissal Denied

BUFFALO—Federal Judge John Knight denied a motion asking dismissal of criminal contempt charges brought by the government against three officers of Schine Chain Theatres, Inc. Judge Knight also denied a motion to dismiss civil contempt charges against three other individuals, the Schine chain, and eight other corporations. The contempt accusations arose from government charges that the Schine chain violated a 1949 anti-trust judgment. Attorneys for the three officers maintained that their clients were not parties to the original anti-trust judgment and, therefore, could not be brought under its provisions. Judge Knight ruled that they be added as "co-conspirators rather than as defendants."

Three other individuals and the nine corporations named in the criminal contempt charge did not seek dismissal. The Schine circuit was ordered to dispose of a certain number of theatres and it is alleged that this was not done.

The charge also names J. Myer Schine, president, Schine Theatres; his brother, Louis W., and John A. May, both officers in the corporation; Schine Chain Theatres, Inc., Schine Theatrical Co., Inc., Schine Lexington Corporation, Schine Enterprises Corporation, Schine Circuit, Inc., Chesapeake Theatre Corporation, Hildemart Corporation, Darnell Theatres, Inc., and Elmart Theatres, Inc.

In other decisions on the Schine case, Judge Knight also directed the five corporations bearing the Schine name and Chesapeake Theatres to produce for the government all journals and ledgers, stock-certificate books, and corporate minute books covering the period 1939-54. In this same decision he also ordered Darnell Theatres, Elmart Theatres, and the Hildemart Corporation also to allow the government to inspect their books and records.

Judge Knight said, "It appears from the petition" that the latter three corporations "have had such close connection or relations with the various Schine companies that it is presumably necessary that the petitioner be permitted to examine books and records of these three corporations."

He also directed the government to state more concisely in a bill of particulars the financial and operating interest allegedly acquired by the defendants in the Pontiac, Ogdensburg, N. Y., and the Capitol, Oswego, N. Y.

COMPO Plan Favored

NEW YORK—COMPO's insurance plan, which was submitted to 6,500 dues-paying members last week for an expression of interest, has aroused a widespread favorable response, it was revealed last week by Robert W. Coyne, COMPO special counsel.

Replies from approximately 10 per cent of the membership were received, and most expressed interest in the plan. Many of those who said they were not interested explained they already had group insurance plans in effect.

The exhibitors and others who expressed interest listed employees totaling slightly more than 3,000. Only 600 insured lives are required to put the plan into effect.

Coyne said, "While it is by no means certain that all those expressing interest will sign contracts if and when the plan is formalized, the gratuitous comments of enthusiastic approval from many of those interested make it almost certain that many times the minimum number of insured lives required will be obtained, and that the plan can be carried into effect."

"COMPO, of course, is extremely happy that it has been able to arrange this service, particularly for small exhibitors who do not have the required 25 employees to institute such a plan on their own initiative. We will naturally await a further expression of opinion from the balance of our membership before taking any action."

SEC Reports On U-I

WASHINGTON—The Securities and Exchange Commission reported last fortnight that as of July 31, there were 988,574 shares of outstanding common stock of Universal Pictures, of which 118,075 were in the treasury.

This compared with 1,006,260 shares outstanding on Dec. 31, of which 59,000 shares were in the treasury. The company also has issued 41,389 shares for warrants executed.

Between July 1 and July 31, Universal purchased 59,075 shares for a total of \$1,343,375. The company also decreased the number of warrants outstanding. On June 30, there were 64,658 and on July 31 there were 59,858. The company purchased 4,600 for \$61,200.

The report also noted that the interest on a loan for \$2,393,000 to retire debentures was 3¼ per cent, the first payment on which is due on Sept. 1, 1955, amounting to \$200,000, the same amount to be paid each September and March until 1959.

About People

NEW YORK—Charles M. Reagan, Loew's general sales manager, last week announced that Louis Formato, for the past 11 years branch manager at the Philadelphia exchange, had been promoted to district manager of that office, succeeding Robert Lynch, retired. William A. Madden, city circuit sales manager at Boston, with the Loew-MGM organization since 1929, has been named to succeed Formato as Philadelphia branch manager.

NEW YORK—Arthur Greenblatt, general sales manager, Lippert Pictures, Inc., resigned last week effective on Sept. 4. Following a vacation, he will announce future plans.

He joined Lippert as eastern sales manager in 1947, becoming general sales manager in 1949 and vice-president in 1951. A veteran distribution executive, Greenblatt at one time had his own exchange, was a salesman with Educational Pictures, and was with Gaumont-British, PRC, Monogram and others during his long industry career.

Color, C'Scope Top U-I Release Plans

NEW YORK—Eleven major pictures, nine in color of which two also are in CinemaScope, will be released by Universal-International during the five-month period starting on Sept. 1, it was announced last week by Charles J. Feldman, vice-president and general sales manager.

These pictures represent one of the strongest boxoffice lineups ever released by U-I during a similar period, Feldman pointed out. Included in the releases are two productions from the J. Arthur Rank Organization which already have received high acclaim in England.

The release schedule, as set forth by Feldman, includes "The Black Shield of Falworth," Technicolor CinemaScope production starring Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, and Herbert Marshall; "Dawn At Socorro," Technicolor western starring Rory Calhoun, Piper Laurie, David Brian, and Kathleen Hughes; "Naked Alibi," melodrama starring Sterling Hayden and Gloria Grahame; "Bengal Brigade," Technicolor adventure story starring Rock Hudson, Arlene Dahl, and Ursula Thiess; "Four Guns To The Border," outdoor Technicolor action film starring Rory Calhoun, Colleen Miller, George Nader, Walter Brennan, Nina Foch, and John McIntire; "West Of Zanzibar," J. Arthur Rank Organization Technicolor adventure film starring Anthony Steel and Sheila Sim; "Sign of the Pagan," Technicolor CinemaScope story of Attila the Hun, starring Jeff Chandler, Jack Palance, Ludmilla Tcherina, and Rita Gam; "Ricochet Romance," comedy starring Marjorie Main, Chill Wills, Alfonso Bedoya, Pedro Gonzales Gonzales, and Rudy Vallee; "So This Is Paris," Technicolor musical starring Tony Curtis, Gloria DeHaven, Gene Nelson, and Corinne Calvet; "Destry," Technicolor western drama starring Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, and Thomas Mitchell; and "The Seekers," J. Arthur Rank Organization adventure film in Eastman Color starring Jack Hawkins.



At the recent first national convention of IFE Releasing Corporation at the Hotel Edison, New York City, were, left, left to right, E. R. Zornio, executive vice-president; Bernard Jacon, vice-president in charge of sales; and Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation. On the right is a general view of the meeting. A Jacon Testimonial Drive was announced with numerous fine prizes for the sales force based on sales, playdates, and collections.

Miscellaneous

In The Newsreels

IN ALL FIVE:

Chicago: Tam O'Shanter golf highlights.
IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 68)
Washington: President Eisenhower signs bill to save taxpayers money. Chicago: Museum gets Nazi U-boat. England: U.S. GI's show Britons new AA weapon. Chicago: Festival of Faith. Chicago: Detroit Lions top College All-Stars. New York City: Diamond greets in exhibition.

NEWS OF THE DAY (Vol. XXV, No. 302)
Germany: Dr. Otto John, counter-spy, back with Reds in East Berlin. Camp David, Md.: President Eisenhower host to members of Cabinet at picnic. Gettysburg, Pa.: Mrs. Eisenhower takes Cabinet ladies to visit her new farm home. Indo-China: Prisoner exchange. France: 10th anniversary of invasion of southern France marked at Frejus. Los Angeles: Barber college students learn to shave on painted balloons. New York City: Diamond greets in exhibition. Akron, Ohio: Soapbox derby.

PARAMOUNT NEWS (No. 105) Niagara Falls, N. Y.: Blasts carve new face for Niagara Falls. Chicago: Festival of Faith. Camp David, Md.: President Eisenhower host to members of Cabinet at picnic. Gettysburg, Pa.: Mrs. Eisenhower takes Cabinet ladies to visit her new farm home. Washington: President Eisenhower signs bill to save taxpayers money. Akron, Ohio: Soapbox derby. Chicago: Detroit Lions top College All-Stars.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 596) Indo-China: Prisoner exchange. Washington: President Eisenhower signs bill to save taxpayers money. Teterboro, N. J.: New plane can fly at slow 30 miles per hour. Akron, Ohio: Soapbox derby. New York City: Diamond greets in exhibition. Chicago: Detroit Lions top College All-Stars.

WARNER PATHE NEWS (Vol. 26, No. 3) Washington: President Eisenhower signs bill to save taxpayers money. Niagara Falls, N. Y.: Blasts carve new face for Niagara Falls. South Bend, Ind.: Auto workers vote for pay cut. Camp David, Md.: President Eisenhower host to members of Cabinet at picnic. Washington: President Eisenhower gives candidates a boost. Teterboro, N. J.: New plane can fly at slow 30 miles per hour. Akron, Ohio: Soapbox derby. Chicago: Detroit Lions top College All-Stars.

IN ALL FIVE:

West Branch, Iowa: Hoover feted on 80th birthday. Gulf of Mexico: U.S. Air Force tests ejection seat for jet bombers. Messena, N. Y.: St. Lawrence power project.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 67) Yugoslavia: Balkan nations sign defense pact. Morocco: Tribesmen check unrest. England: Labor Group off to visit Red China. Czech-German Border: How Reds drape Iron Curtain. At Sea: U.S. building radar "islands." Chicago: Jerry Barber and Babe Zaharias win All-American golf.

NEWS OF THE DAY (Vol. XXV, No. 301) England: Labor Group off to visit Red China. India: France gives up area. Yugoslavia: Balkan nations sign defense pact. Beverly Hills, Cal.: Fur fashions. Van-

Fabian Reports On Cinerama

NEW YORK—At a meeting held last fortnight at Oyster Bay, L. I., stockholders of Cinerama, Inc., were advised of activities of the company by Si Fabian, president, and Louis de Rochemont, who produced the new Cinerama feature, "Cinerama Holiday."

Fabian stated there would be only a few more cities in the United States in which Cinerama would be presented, since the sites selected to date can draw from big potential surrounding areas.

De Rochemont, by tape recording, described the recent sneak preview of "Cinerama Holiday" in Boston and said comment cards showed that 66 per cent liked it better than "This Is Cinerama."

couver Island: Florence Chadwick fails in attempt to swim to U.S. mainland. New Jersey: Kidnapped baby returned safe.

PARAMOUNT NEWS (No. 104) Beverly Hills, Cal.: Fur fashions. Monticello, N. Y.: Wilton Chamberlain, giant basketball sensation.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 595) France: Pin-point parachuting. Beverly Hills, Cal.: Fur fashions. Ireland: Rock Hudson presents prize to Dublin beauty queen. Portland, Ore.: Pre-season football thrills.

WARNER PATHE NEWS (Vol. 26, No. 2) Morocco: Tribesmen check unrest. Aberdeen Proving Grounds, Md.: Army shows "hit and run" cannon. Beverly Hills, Cal.: Fur fashions. Vancouver Island: Florence Chadwick fails in attempt to swim to U.S. mainland. Middletown, N. Y.: Rides cannon ball on wheels.

"Sabrina" A Definite Hit

The Paramount picture "Sabrina" with Audrey Hepburn, William Holden and Humphrey Bogart, is the type of picture that will do business in any theatre despite television, weather, opposition, or what have you.

William Wyler, who produced and directed, did a terrific job. Running 113 minutes, it ends too soon. Those cooking scenes in Paris will send any audience into hysterics.

It's solid entertainment and a solid hit. Word of mouth will help lots.

—JAY EMANUEL.

Makelim Has 2,400 Contracts

NEW YORK—Hal R. Makelim, sponsor of the Makelim Plan, production agreement with National Allied, announced last week that a total of 2,400 theatres have already enrolled. The producer, who has traveled more than 50,000 miles explaining the plan to exhibitors, stated that the total might reach 4,000.

Makelim emphasized that the plan should meet two of the most important exhibitor problems, the print shortage and rental overcharging. The producer did have one criticism, however, that some exhibitors were trying to buy too cheaply.

MPE Editor Hospitalized

PHILADELPHIA—Herbert M. Miller, editor MOTION PICTURE EXHIBITOR, has been confined to Einstein Medical Center, Southern Division, where he is undergoing tests to ascertain the nature of the illness he has suffered for some time.

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INVITE ALL EXHIBITORS TO THE
Mammoth Equipment Show
OCTOBER 31 THRU NOVEMBER 4
Conrad Hilton Hotel - Chicago
IT'S YOUR OPPORTUNITY TO
SEE AND COMPARE ALL THE LATEST
DEVELOPMENTS IN THEATRE EQUIPMENT

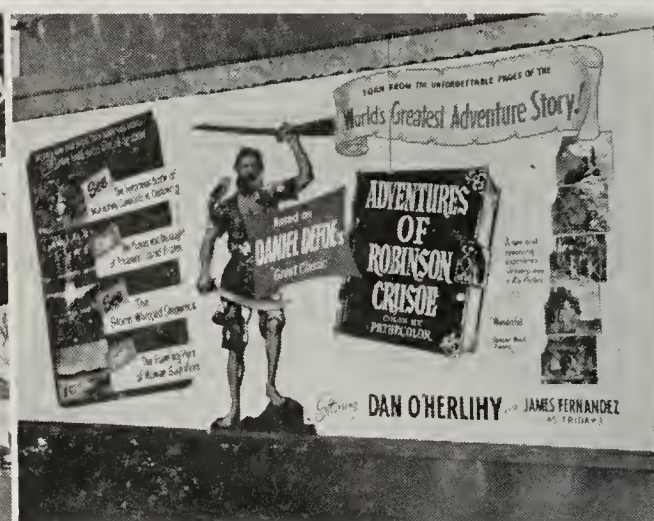
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BETTER MANAGEMENT

*Valuable Exploitation Keys
To Profitable Merchandising*



Charles Judge, city manager, Philadelphia Trans-Lux Theatres, and Max Miller, United Artists' field representative, recently arranged a sock campaign on UA's "Adventures of Robinson Crusoe," Trans-Lux World. On the left is seen the attractive front of the theatre; in the center is a street bally

stunt utilizing a man in "Crusoe" costume who toured center city and also took part in a parade of Veterans of Foreign Wars being held at the time of the opening of the film; and on the right is part of the theatre's eye-catching display front in which cut-out dayglo letters were utilized.

September Dates To Tie in With

NEW YORK—Ad and publicity managers may find in the up-coming special events opportunities for tie-ins. Some of the sponsors make available mats for use in newspaper ads.

August is National Sandwich Month sponsored by the Wheat Flour Institute, Chicago, Ill. This carries over into September, when it becomes Butter Sandwich Month, and the American Dairy Association, Chicago, gets in on the promotion.

Other September month-long events are Child Foot Health Month, sponsored by the National Foot Health Council, Rockland, Mass.; Better Breakfast Month, Cereal Institute, Inc., Chicago; National Homes Month, Better Homes And Gardens, Des Moines; National Tie Week, Sept. 11-20, Men's Tie Foundation, New York City; National Doll Week, National Doll Committee, Brooklyn, N. Y.; Sept. 15, National Felt Hat Day, Hat Life, New York City; Sept. 15-Nov. 30, Camp Fire Girls Membership March, Camp Fire Girls, Inc., New York City; and Sept. 19-25, National Dog Week, National Dog Welfare Guild, Inc., New York City, and National Home Week, American Builder, Chicago.

Also, Sept. 16-Oct. 25, Home Fashion Time, Home Furnishings Industry Committee, Chicago; Sept. 21-26, Sweater Week, National Knitted Outwear Association, New York City; Sept. 25, National Kids' Day, National Kids' Day Foundation, Hollywood, Cal.; and Sept. 26-Oct. 3, Christian Education Week, National Council of the Churches of Christ in the U.S.A., Chicago.

"Peter Pan" Prizes Awarded By RKO

NEW YORK—Prize money in the Walt Disney "Peter Pan" Sales Contest was awarded last week to Bob Foliard, eastern district manager; Al Kolitz, Rocky Mountain district manager; and Len Gruenberg, metropolitan district manager, according to Charles Boasberg, RKO general sales manager. Other prizes went to Herb MacIntyre, western district, who was directly behind the first three, and to Morris Lefko, eastern central district.

The branch winners, offices and managers, in the order of their standing, are Los Angeles, Seymour Borde; New York, Herman Silverman; Buffalo, Jack Chinell; San Francisco, Joe Emerson; Chicago, Sam Gorelick; Philadelphia, Charlie Zagrans; Washington, Joe Brecheen; Boston, Hat Taylor; Salt Lake City, Giff Davison; New Haven, Barney Pitkin; Indianapolis, Russ Brentlinger; Des Moines, Don Conley; Kansas City, Jimmy Lewis; Cleveland, Jack Bernstein; Detroit, Otto Ebert; Minneapolis, Fay Dressell; Pittsburgh, Dave Silverman; St. Louis, Ray Nolan; Omaha, Max Greenblatt; Seattle, Eddie Lamb; Cincinnati, Lloyd Krause; and Denver, Marvin Goldfarb.

MGM Provides Kit For "Caesar Bally"

NEW YORK—MGM announced last week that the booking of "Julius Caesar" will be resumed next month after the re-opening of schools. The Shakespearean film was partially withdrawn from circulation and given a "vacation" during the summer while schools were not in session. First playdates will be around Oct. 15, the company revealed.

The promotion and advertising methods that proved so successful in some 800 engagements prior to the summer "recess" will be followed in the new bookings, with emphasis on exploitation in schools and colleges. Student attendance has accounted for a healthy slice of the highly satisfactory boxoffice results. Educators have welcomed "Julius Caesar" and given it 100 per cent cooperation.

To make it easy for exhibitors in smaller situations to follow the tried and proven promotion formula, MGM has prepared a comprehensive kit of materials for three and four day engagements. The kits contain special accessories such as educational one-sheets, study guides, stills, and other items of promotion for schools as well as general public selling. This material is readily adaptable for library displays and classroom uses and proved highly effective previously.



Dick Wright, Midland, Hutchinson, Kans., recently erected the above front, and had three young models on the street as bally for Warners' "The High and the Mighty." One of the models served as a walking book display, while the other beauties also attracted plenty of attention as they paraded around.

DEAL DIRECT AND SAVE

on Quality Theatre Equipment

Factory-to-you Values on the BEST for Drive-ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE.

First American products, inc.
1717 Wyandotte St., Kansas City 8, Mo.

CANDYDLY SPEAKING

THE WIDE AWAKE concession operator knows that certain items on his counter move better than others and displays them most prominently. In metropolitan theatres, brand names find the most favor with consumers and monopolize the center area of the stand.

THE SITUATION, however, varies from situation to situation, and in smaller towns and cities it is quite possible that the fastest moving concession item is manufactured locally. In either case, experimentation is necessary before the concessionaire can be sure his stand is designed to get the most out of each extra profits item.

IN MANY INSTANCES it will be discovered through intelligent display rotation that the candy bar to the right or left of center stand because it is considered secondary in importance to another brand will surpass that brand if tried in the center of the stand. Without proper experimental rotation, no exhibitor can be sure he is getting the most out of his operation.

JUST AS IMPORTANT as the setup of the stand itself is intelligent storage of surplus merchandise. Care must be taken to insure the oldest merchandise on hand being disposed of before fresher stock is touched. Many theatremen have found the success or failure of concession operation the difference between red and black ink at the end of the year. Large circuits have found a comprehensive checking system of every phase of extra profits operation including purchase of goods, storage, display, and sales necessary, and the independent, on a smaller scale, must also provide such supervision.

PROPER PURCHASING, display techniques, warehousing, and point of sale advertising require work on the part of everyone connected with the concession stand, but increased profits is a sweet reward for increased labor.

—AL ERLICK.

The newly remodeled concession stand of the Rialto, Casper, Wyo., serviced by Manley, Inc., is shown above, featuring colorful decorations and signs calling attention to a variety of items.

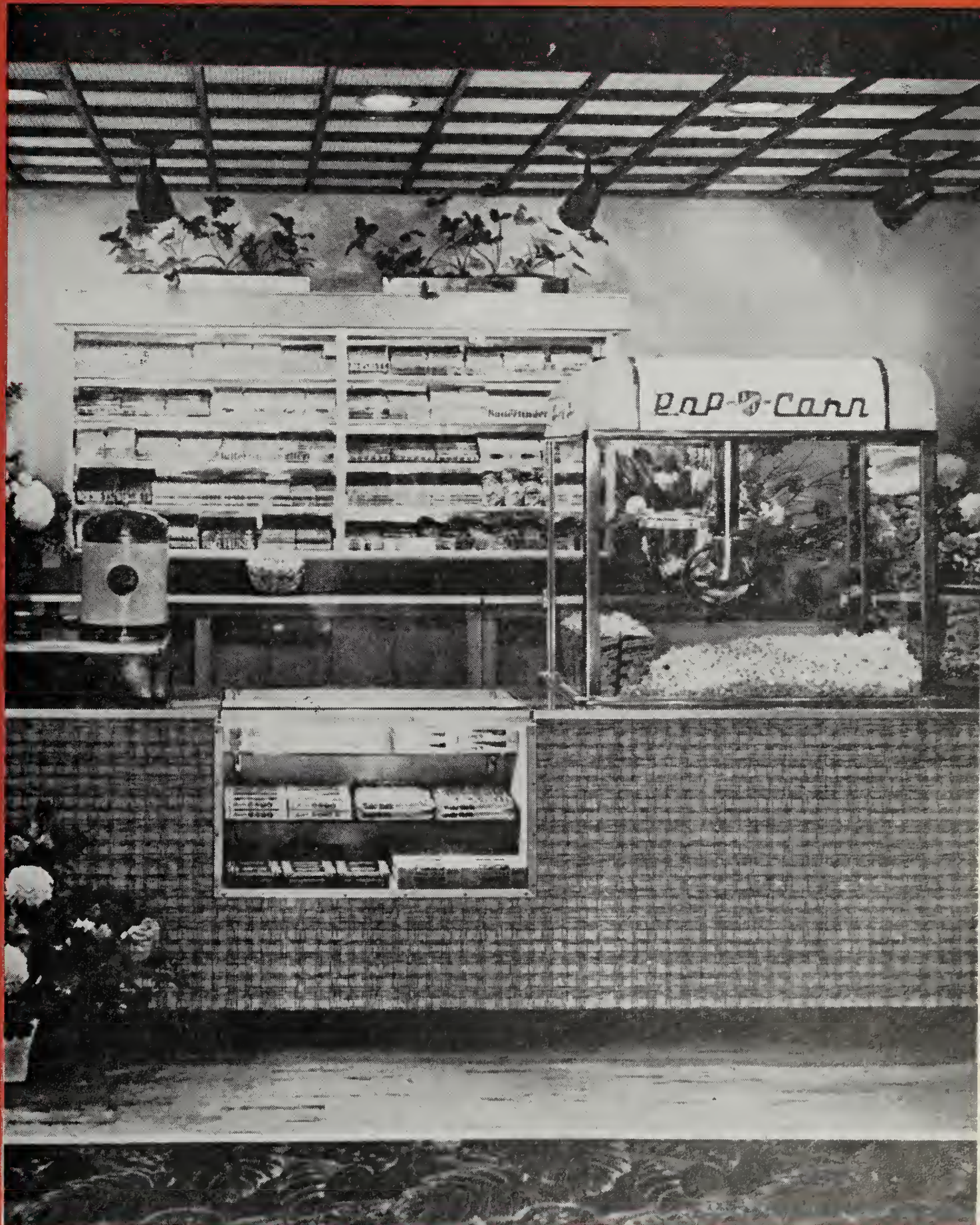
Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION
Dedicated to serving the popcorn and concession industries.

EXTRA PROFITS





THERE'S A SECOND BOX OFFICE INSIDE YOUR THEATER...

The theater owner with money on his mind has long since learned to look to the lobby for extra profits. That's where his patrons come to get refreshment with their entertainment. Because of this pleasant custom, you make more money when you feature ice-cold Coca-Cola, favorite of America for more than four generations. There's a variety of vending equipment available. For the money-making details, write The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.



Remodeling Of Concession Stands Important In Drive-In Operation

One of the primary advantages of the concessionaire, according to Philip Kates, Theatre Confections, Rochester, N. Y., is the fact that he is able to remodel existing drive-in concession stands to conform with modern ideas, modern trends, and new demands.

Cooperation between the concessionaire and theatre operator, plus expert know-

how has resulted in efficient, profitable operation in situations that seemed hopeless, so far as effective concession business is concerned. Many of the stands operated by Theatre Confections are remodeled each year until they would be unrecognizable compared to the original situation. From such humble beginnings have grown elegant stands.



The concession stand at the Del Sago Drive-In, Oneonta, N. Y., is a striking example of remodeling a seemingly hopeless situation into a modern, efficient operation. The extremely low ceiling and rough uneven floor were problems solved through expert workmanship, guidance from the concessionaire.



The Sunset Drive-In, Massena, N. Y., concession stand was originally built on a very primitive basis. Each year, improvements have been effected through a carefully worked out program of modernization until, today, while not elegant, the stand provides up-to-date, attractive service with minimum costs.



Illustrating the other side of the picture is the concession stand at the Franklin Drive-In, Malone, N. Y. It is a completely new building and while small, is compact and modern with many features.

IPA Sets Program For Combined Meeting

CHICAGO—Deans Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, N. Y., and Nathan Buchman, American Theatre Supply Corporation, Boston, recently announced the curriculum for the "College Of Concession Knowledge," sponsored by the International Popcorn Association and to be held during the combined IPA-TOA-TESMA-TEDA convention and exhibition at the Conrad Hilton Hotel, Chicago, on Oct. 31-Nov. 4. Over 31 subjects will be covered in seven sessions of three hours each.

"It will be a full year's education in concession operation, crammed into four days," explained the co-chairmen, "and we have recruited the ablest concession managers within the theatre industry to act as professors and discussion leaders. No concession man or woman can afford to miss these sessions."

Under the direction of IPA's theatre concession segment, which pioneered similar sessions at last year's IPA convention, this year's program has been broadened to include discussions on popcorn, candy, ice cream, soft drinks and drive-in operation.

Potato Curls From Red Dot

MADISON, WISC.—Red Dot Foods, Inc., a member of the International Popcorn Association, recently introduced "Red Dot" potato curls, made from a dehydrated base of a potato peculiar to Holland. Frederick J. Meyer, company president, said that Red Dot was now serving seven midwestern states with potato chips, popcorn, salted nuts, corn chips, etc.

EXTRA PROFITS

Vol. 9, No. 6

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Associate Editor, Al Erlick

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-4B North Clarion Street, Philadelphia 7, Pennsylvania. New York: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9075 West Pico Boulevard, Los Angeles, Calif.

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Marceline Melendreras, manager, Floyd Theatres' Hardee, Wauchula, Fla., center, recently won first prize in the company's 14th anniversary drive to increase sales of popcorn in indoor theatres. On the left is a scene of his

concession stand with signs pointing up popcorn sales, and on the right concessionaire Betty Jones is seen at the stand beside the popcorn warmer and other sign promotions he used to come out in first place.

Circuit Announces Popcorn Winners

WAUCHULA, FLA.—Floyd Theatres recently announced the winners of the 14th anniversary celebration. Marcelino Melendreras, manager, Hardee, was awarded the \$75 prize for the best showing of popcorn sales in the indoor theatres. He was the winner of the same award last year during the 13th anniversary celebration. Charles Butler, Starlite Drive-In manager, captured a similar award for the best showing in concession sales in the drive-ins.

Promotions used to increase Melendreras' popcorn sales were the displaying of popcorn in conspicuous spots; the use of a "come to the lobby" trailer on screen; the use of displays furnished by Popcorn Institute; the use of the IPA Popcorn Displa-mobile to best advantage; the giving of passes in some popcorn bags; the inserting of coupons in every bag of popcorn, with the boy or girl turning in the largest number of coupons by a given date receiving a Hopalong Cassidy wrist watch; the inserting of jaw breakers, lolly pops, and other children's penny candy in each bag of popcorn on Saturday matinees; the distribution of "stop at the popcorn cards"; a popcorn giveaway at one kiddy matinee; and the insertion of lucky numbers in popcorn bags, with winners getting a free bag of popcorn and a free pass to the theatre.

Melendreras says, "It is amazing how many little things you can find that will increase your popcorn sales." He also states that it is important to market only good hybrid corn, freshly popped, kept fresh and crisp, as a satisfied purchaser will make return sales.

Educated Popping

LAFAYETTE, IND.—Purdue University geneticists, who have been trying for 14 years to coax more cups of popped corn from one cup of unpopped corn, recently announced that their current record is 36 cups. A few years back 30 was considered tops.

The university's popcorn project, headed by O. E. Nelson, is credited with helping make Indiana the biggest popcorn state in the nation. The Hoosier crop in 1953 was worth \$2,827,000.

In his Purdue laboratory, Nelson and his aides have come up with a yellow-grained corn known as "202." It is said that its "expansion ratio" and "burst measurement" are terrific.

Display Aids Sales

HALIFAX, CANADA—Freeman Skinner, manager, Paramount, recently decided to try to induce Maritimers to buy more buttered corn and decided upon a mass display of Buttercups at the concession counter which was used for several months. The display stimulated the sale of this merchandise. For the center of the display, a specially prepared card advertised free theatre tickets. This was set in a spectrolux, while the side mirrors carried illustrated clown heads with a red bulb inserted in the noses of the clowns which flashed on and off with copy on hat, ears, and chest of the clowns giving full information to patrons as to how they could win free tickets together with the lucky posted numbers. Heading the display was a cut out head of Doris Day with appropriate copy. All Buttercups were numbered on the bottom, and patrons receiving cups with numbers which corresponded with those listed on the clowns' ears won free theatre passes.

The display created customer interest in the product, resulting in increased sales.

Cretors New Machine Designed By Loewy

CHICAGO—The world-famous industrial designer, Raymond Loewy, has created a new popcorn machine for Cretors, popcorn machine manufacturer, it was announced last week.

The new Cretors popcorn machine, under design development for two years by the Loewy organization, is being unveiled by distributors all over the country. Although it is without a model name at present, Cretors is conducting a contest in search of a name and is offering \$500 to the person who suggests the most appropriate model name for the new Loewy-designed machine. Certificates good for \$100 each on the purchase of one of the Loewy machines will be awarded to second, third, fourth, and fifth place winners.

A committee of judges nationally prominent in the exhibition and popcorn merchandising fields is being selected to screen the entries and select the prize-winning name.

"This new Cretors designed by Loewy," says H. E. Chrisman, Jr., director of sales for the firm "is just another step in our continuing efforts to provide the theatre industry with a popcorn machine that is second to none in performance, dependability, and looks."

After Loewy had been commissioned, members of the Loewy organization made an intensive study of popcorn merchandising problems in the theatre lobby, according to Chrisman.

"One of their conclusions," Chrisman said, "was that popcorn machine design had become so static that the popcorn machine is too often 'taken for granted.' It is more or less accepted as part of the background and therefore too frequently it fails altogether to do its share of calling attention to and merchandising a high-profit impulse item. The new Cretors the Loewy people designed for us is a real traffic-stopper and will definitely provide a glamorous new focal point for concession stand layout."

As for the mechanical features of the new machine, there is much to appeal to profit-minded theatre men. The Cretor 16/18-oz. capacity steel kettle with replaceable heating elements is continued, with a new pedestal mount. Cretors' exclusive automatic push-button seasoning pump, which delivers just the right

(Continued on page EP-6)



World Famous "Tam-O-Shanter" Country Club
Busses leave Michigan Avenue at 7 P.M., November 3rd.

LOW-DOWN HOE-DOWN MUSIC BY THE FAMOUS
KENOSHA CORN HUSKERS

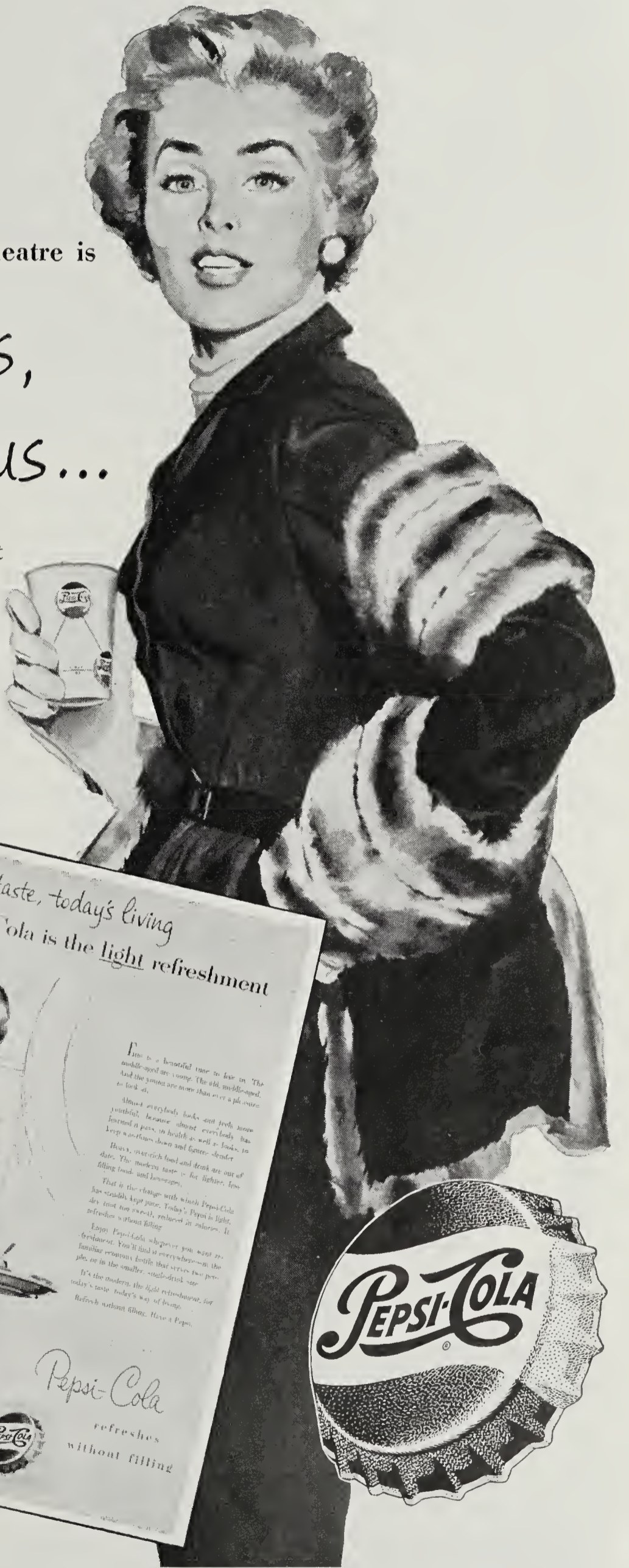
FEATURING "VIGORO" THE SINGING ROOSTER!

This poster heralds the "Pepsi-Cola Square Dance" to be held at the Tam O'Shanter Country Club, Chicago, on Nov. 3 during the forthcoming TOA convention. Other groups will participate.

The woman who comes into your theatre is

figure conscious, fashion conscious...

That's why she prefers to refresh without filling. Pepsi-Cola is the modern, light refreshment made to suit her modern taste. The modern idea in refreshment makes more sales for Pepsi-Cola in more and more theatres . . . in whatever form it's served.



The biggest advertising program in Pepsi-Cola history is designed to appeal to today's slimmer, trimmer, modern women.

Because Pepsi-Cola has kept up with this modern trend, it's more popular than ever. Cash in on the new popularity of today's Pepsi-Cola for more soft drink sales in your theatre.

For today's taste, today's living
Pepsi-Cola is the light refreshment



There is a beautiful time to live in. The middle-aged are young. The old, middle-aged, to look at.

Almost everybody looks and feels more youthful, because almost everybody has learned a pass, in health as well as looks, to keep waistlines down and figures slender.

There's over-rich food and drink are out of date. The modern taste is for lighter, less filling food and beverages.

That is the change with which Pepsi-Cola fits steadily kept pace. Today's Pepsi is light, refreshing without filling.

Enjoy Pepsi-Cola wherever you want refreshment. You'll find it everywhere—in the familiar crown-neck bottle that serves two people, or in the smaller, single-serve size.

It's the modern, the light refreshment, for today's taste, today's way of living. Refresh without filling. Have a Pepsi.

Pepsi-Cola
refreshes
without filling



Ingenuity Tested By Higher Costs

ATLANTA—"High priced cocoa beans and peanuts are really testing candy manufacturers' ingenuity in order to give the American candy eaters the delicious, low cost confections they love so dearly," Philip P. Gott, president, National Confectioners' Association, Chicago, told a group of south-eastern candy manufacturers at a one day regional meeting recently at the Dinkler Plaza Hotel.

R. H. Hardesty, Jr., R. H. Hardesty Company, Richmond, Va., and Bob McCormack, Bobs Candy and Peanut Company, Albany, Ga., both directors of the association, were co-chairmen.

Cocoa beans, Gott revealed, have risen 1000 per cent in price per pound since 1941 while peanuts have gone up 320 per cent. The United States uses approximately 36 per cent of the world cocoa bean production, more than any other single country. Twenty per cent of the United States peanut crop is consumed by the United States candy industry, which would use considerably more at a reasonable price.

"These two major candy ingredients are high priced, however, for two drastically different reasons," Gott said. "More people in the world today have become chocolate lovers and the production, already restricted because of a hard-to-control cocoa tree disease, just can't take care of the demand for this delicious food," he stated. "On the other hand,



Freeman Skinner, manager, Paramount, Halifax, Canada, recently increased his sale of "Buttercups," a buttered popcorn product, by use of the above decorated concession stand and a bit of adroit promotion including placing of free passes in some of the packages to stimulate sales and interest.

peanut production," Gott continued, "is being curbed by government as well as price supported as a basic crop which it is definitely not."

A thorough investigation by the Department of Commerce of the world cocoa bean situation has been asked by the National Confectioners' Association," Gott said. "Such an investigation will reveal where and how cocoa production can be increased."

IPA Report Lists '54 Popcorn Yield

CHICAGO—Following a comprehensive survey of the popcorn processing industry, verified by accurate information from reliable agricultural sources, J. J. Fitzgibbons, Jr., president, International Popcorn Association, announced last fortnight that the industry estimates 1954 popcorn acreage planted at 50 per cent to 55 per cent of the 1953 total, which amounted to 191,700 acres. The yield per acre this year has been estimated at 50 per cent to 75 per cent of the 1953 yield, according to the IPA report.

"Most popcorn processors," states Fitzgibbons, Jr., "have sharply reduced acreage contracts due to substantial carry-over inventory from the 1953 crop. This year's crop has been affected in most commercial growing states by the drought conditions which have been quite severe. Just what effect weather conditions will have on the popcorn crop will be determined principally by the rainfall during the month of August."

The report indicated that market conditions gave evidence of continued rising prices and the spot sales market was very active.

Pete Olesen, president, Popcorn Processors Association, announced that as a result of low prices paid to farmers for the 1953 crop, 1954 popcorn acreage has been voluntarily reduced between 45 per cent and 50 per cent.

CRETORS (Continued from page EP-4) amount of oil to the kettle automatically by means of an electrically-driven pump actuated by a push-button, is another company engineering "first" to be found on the new Loewy.

The elevator well has been enlarged to a total of four cubic feet in capacity, providing storage beneath the level of the popper case for the equivalent of 130 ten-cent boxes of popped corn. A filtered forced-air heat circulation system keeps the popped corn stored in the elevator well hot, fresh, and crisp regardless of weather or moisture conditions.

The ONE popping oil that does EVERYTHING!

popsit plus!

the liquid seasoning with BUTTER-LIKE FLAVOR AND COLOR

... pops corn, fries burgers, hot dogs, french fries ... is always liquid ... comes in easy-to-use gallon can ... no waste.

IT'S AMERICA'S MOST USEFUL FRYING OIL FOR DRIVE-INS!

popsit plus!

Made by **C. F. SIMONIN'S SONS, INC.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

Self-Service Works In Some Theatres

ROCHESTER, N. Y.—Philip Kates, Theatre Confections, recently stated that while a great deal has been written about self-service counters, to date the majority of the concessions in the country still use the conventional type, all purpose or sectional counter. A few of the larger theatres, Kates says, have been able to use self-service counters with success, but in very few instances has a self-service arrangement worked out satisfactorily in small or medium sized drive-ins.

It has been found, Kates concludes, that self-service operations meet quite a bit of resistance which has to be overcome on the part of the customer and the help behind the counter. However, it is felt that once the customer has gotten accustomed to the new set up and the help has learned to prepare the correct amounts to fill their needs during intermission, this type of concession operation can work out economically and efficiently.



These scenes show Theatre Confections' economical and efficient self-service operation installed recently at the Cobleskill Drive-In, Richmondville, N. Y. The section on the left requires just one attendant and takes care of popcorn, peanuts, hot dogs, and french fries, with the only items requiring the attendant's attention being the french fries and hot dogs. The second section, right, cared for by the second attendant, services pre-poured soft drinks, chocolate milk, coffee, candy, cigarettes, and cigars. The only items handled by the attendant are the coffee and confectionary items. On week days and during off seasons, two attendants handle the entire stand, and on week-ends, a third person is used to act as cashier and help with the concession. The experiment has been successful in many cases.

NAMA Convention Plans Set

WASHINGTON—Plans were already going forward last fortnight for the National Automatic Merchandising Association convention, scheduled to be held on Oct. 10-11-12-13.

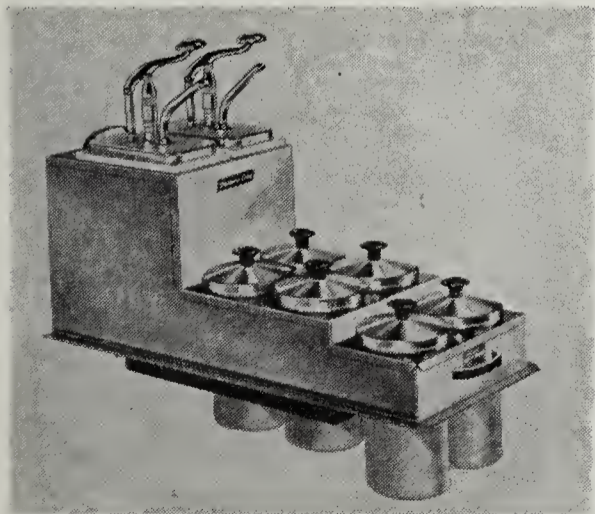
To be featured will be the greatest display of automatic merchandising equipment and vendible products ever shown, with manufacturers having their newest models and products ready for inspection.

Scheduled convention features are sales training talks; unique new panel sessions; the industry's top name speakers; brass tack clinics; sightseeing tours; a full program of ladies' activities; and the gala banquet and entertainment.

Requests for hotel reservations should be sent to the NAMA Housing Bureau, 1616 K Street, N. W.

Who Has The Sweet Tooth?

CHICAGO—The National Confectioners' Association in a recent survey discovered that the female of the species eats more candy and other sweets than the man of the family with most candy consumption taking place in the home. Concessionaires in drive-ins and theatres would thus do well to point their advertising at their female patrons.



Helmco, Inc., Chicago, recently announced the addition of Model 206, a new two-pump, six-well fountainette with lever action pumps.

The house is packed for

Nestlé's Bars!



**SENSATIONAL
NESTLÉ'S CRUNCH BAR**

The all-out favorite of the fans— that milk chocolate bar with the crunchy goodness.

NESTLÉ'S NEW COCONUT BAR

Another Nestlé winner— rich milk chocolate, with shredded coconut, for delicious, delightful eating.



**PERENNIAL STARS—
NESTLÉ'S MILK AND ALMOND**

When your patrons think of fine chocolate, these two bars rate high.

NOW! NESTLÉ'S BARS ON "SPACE PATROL"

Nestlé's Bars on network TV will reach your customers every single week. Coast-to-coast hookup on 50 stations!

10¢ Crunch, Milk, Almond and Coconut available coast-to-coast
—5¢ Crunch, Milk and Almond available except on West Coast.
All sizes packed
100 bars per case.

See your Nestlé Representative
or write for more details to

THE NESTLÉ COMPANY, INC.

2 William St., White Plains, N. Y.

PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters



Apco, Inc.'s famous six-drink SodaShoppe is a popular refreshment spot in theatres from coast to coast. Here it is at the Centre, Denver, Colo., where its four carbonated and two non-carbonated drinks cater to all popular taste preferences. SodaShoppe delivers a delicious ice-cold drink, and its 2,500 drink syrup capacity and 1,200 cup capacity enables it to handle peak crowds quickly and efficiently.

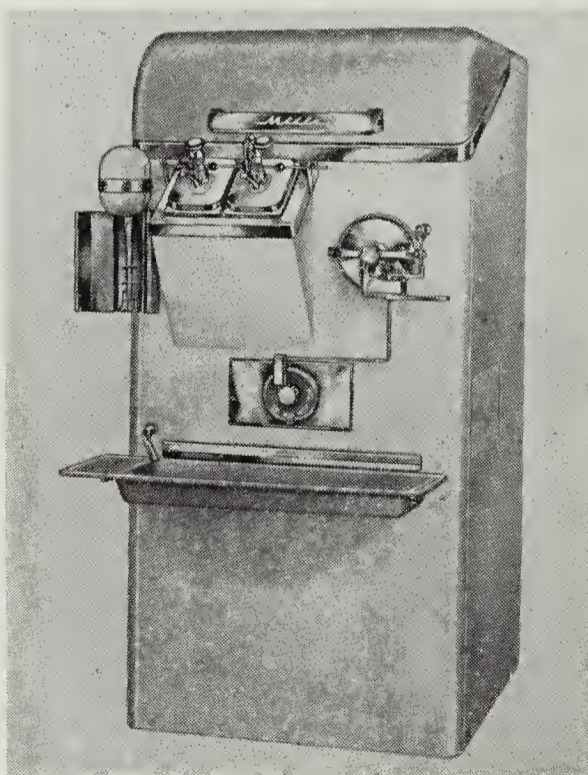
New Mills Machines

CHICAGO, ILL.—Mills Industries, Inc., recently introduced three new vending machines.

One is a selective coin-operated Package Vendor for ice cream bars, sandwiches, and other packaged frozen novelties. Its vending capacity is 150 frozen novelties, 75 each of two flavors.

Another is a new Millshake machine, which is said to make and serve milk shakes faster, with consistent quality, elimination of all unnecessary labor, and to combine every milk shake requirement into a single unit.

The third, is Mills semi-automatic coffee service machine, which features simplicity of mechanical design and a control panel, which allows the selection of cream and sugar to meet each drinker's taste.



Mills Industries, Inc., Chicago, Ill., recently introduced the Millshake, shown above, which incorporates every milk shake requirement, base product, flavors, and blending into a single, easy-to-use unit. Precise temperature control is another feature, and dependable automatic controls are provided for much improved efficiency.

New Water Coolers

DAYTON, O.—New modifications to the line of pressure-type drinking water coolers were recently announced by the Frigidaire Division of General Motors.

The line consists of five self-contained bubbler models that offer increased flexibility of application and operation. The units are powered by Frigidaire rotary compressors. Three models have air cooled condensers and two have water cooled condensers. The three air cooled models have a capacity for cooling six, 12, and 18 gallons of water per hour respectively. The two water cooled models cool 14 gallons of water per hour, but one of these, designated the WWXT-14, is equipped with a special metal container which encloses all electrical switches and controls in conformance with underwriters explosion-proof specifications.

Features of the units include foot or hand operated bubbler controls; instantaneous cooling of the water as it is delivered; water temperature control; stainless steel, splash-proof tops; Bonderite-treated steel cabinets; and smart new color styling.

HERE IS A QUICK, EASY WAY TO GET FURTHER INFORMATION. JUST CHECK AND RETURN. NO OBLIGATION.

- | | |
|---------------------------------------|------------------------------------|
| BEVERAGES | POPCORN & EQUIP. |
| ... Carbonated Cup Bev. Dispenser | ... Popcorn |
| ... Non-Carbonated Cup Bev. Dispenser | ... Popcorn Machine |
| ... Bottle Dispenser | ... Popcorn Warmer |
| ... Coffee Dispenser | ... Popcorn Seasoning |
| ... Coffee Urn | ... Popcorn Bags and Boxes |
| ... Fountain Dispenser | ... Butter Dispenser |
| ... Paper Cups | ... Automatic Popcorn Machines |
| ... Soft Drinks | |
| ... Syrups | |
| CONCESSION STANDS | ICE CREAM |
| ... Display Cases | ... Ice Cream Cabinet |
| ... Concession Stand Drive-In | ... Automatic Dispenser |
| ... Concession Stand Indoor Theatre | ... Ice Cream Bars |
| ... Display Units, Counter | ... Ice Cream Novelties |
| | ... Bulk Ice Cream |
| CANDY | ... Cones |
| ... Candy Bars | ... Ice Cream Freezer |
| ... Bulk Candy | ... Snow Cone Machines |
| ... Package Candy | |
| ... Automatic Candy Vender | CONCESSION CONTRACT SERVICE |
| ... Gum | ... Drive-In Theatre |
| | ... Indoor Theatre |
| FOOD SERVICE EQUIP. | FOOD PRODUCTS |
| ... Broilers | ... Canned Prepared Food |
| ... French Fryers | ... Frankfurters |
| ... Grills | ... Sandwich Meats |
| ... Hot Food Containers | |
| ... Mixers, Malted | |
| ... Ovens | |
| ... Portable Vending Cart | |
| ... Ranges | |
| ... Refrigerators | |
| ... Trays | |

Cut Along Dotted Line

For additional information on products advertised in this issue, please check.

- THE COCA-COLA COMPANY, Soft Drinks
- MANLEY, INC., Popcorn Machines, Drink Machines, Hot Dog Machines, Hamburger Grill, Popcorn, Salt and Seasoning
- THE NESTLÉ COMPANY, INC., Nestlé Bars
- PEPSI-COLA COMPANY, Soft Drinks
- C. F. SIMONIN'S SONS, INC., Popsit Plus Popcorn Popping Oils

Without charge or obligation, please send me additional information on above checked items.

NAME.....

THEATRE.....

ADDRESS.....

CITY, STATE.....

RETURN TO
MOTION PICTURE EXHIBITOR
 246-48 N. Clarion St., Philadelphia 7, Pa.



NEWS OF THE

Territory

New York City
Crosstown

Barney Balaban, president, Paramount, returned from conferences in Europe on VistaVision with company representatives. He was accompanied by Mrs. Balaban. . . . George Weltner, president, Paramount International, returned from Hollywood after conferences with Y. Frank Freeman, studio vice-president, and Don Hartman, executive producer. . . . Oscar A. Morgan, Paramount short subjects and newsreel sales manager, returned from Albany and Buffalo, where he met with branch executives.

Joseph R. Vogel, vice-president, Loew's Inc., accompanied by Mrs. Vogel, returned from Italy. . . . Robert Nashick, Loew's Theatres publicity department, returned from vacation. . . . Jack P. Byrne, eastern MGM sales manager, returned from a visit to Albany and Buffalo. . . . Herman Ripps, assistant eastern MGM sales manager, got back from an upstate vacation. . . . George Maurer, head, MGM sales development, will wed Joan Walden, professional ice skater, on Sept. 25 at St. Stephens Evangelical Church, Buffalo, N. Y. . . . Olin Clark, MGM eastern story head, left for vacation by auto.

Arthur Silverstone, assistant general sales manager, 20th-Fox entered Mount Sinai Hospital for minor throat surgery.

Russell Davis, president, Imperial World Films, announced the appointment of Tony Landi as executive producer for his feature film company. . . . William B. Zoellner, head, MGM short subject and newsreel sales, returned from a midwestern trip. . . . Jesse T. Mills, comptroller, Loew's, Inc., returned from a Maine vacation.

H. L. Marsterson, director and comptroller; J. H. Somake, director, secretary and legal adviser, Westrex Corporation's London subsidiary, Westrex Company, Limited, and R. W. Wight, commercial division, Westrex, were in for conferences with the New York personnel.

Henry Danziger, New York Film Board of Trade, was in Israel Zion Hospital, Brooklyn, N. Y., recovering from minor surgery. . . . Arthur M. Sharby has resigned from the Gem, Far Rockaway, N. Y., to take over operation of the Grand, Brooklyn, N. Y. . . . Shelley Theatre, Inc., will reopen the Burke, Bronx, N. Y., on Sept. 3. Brandt will do their buying and booking. . . . The Fair, Jackson Heights, N. Y., will now be operated by the Stern Fair Corporation.

The entertainment industry's big golf tournament was set last week for the Vernon Hills Country Club, Westchester, on Sept. 16.



The gala world premiere of Paramount's "Rear Window," which recently reopened the Rivoli, New York City, attracted more than 2,000 notables and thousands of spectators. All proceeds were turned over to the American-Korean Foundation. On the right, left to right, are seen Spyros P. Skouras, president, 20th-Fox; Mrs. Skouras; and Dr. Henry Heald, Chancellor, New York University, and a director, American-Korean Foundation.



The committee, headed by Charles A. Alicoate, has Marvin Kirsch as co-chairman and treasurer, with Edward L. Fabian, Willia, German, Edward Lachman, Martin Levine, Bert Robbins, Ted Sullivan and Max Youngstein representing the film industry. Radio and television are represented by Orrin Dunlap; Sid H. Eiges, Dave J. Jacobson, Robert M. Weitman, Chris J. Witting and Francis X. Zuzulo.

Many prizes are being rounded up for the event.

New Jersey
Newark

Arthur Manfredonia, for many years associated with SW and until last week manager, SW Stanley, Jersey City, N. J., resigned to take a position in Washington. He was tendered a luncheon by his colleagues and was recipient of a handsome gift. J. Daniels, manager, Fabian, Hoboken, N. J., has been named to succeed him. John Stanek, manager, SW Warner, Harrison, N. J., becomes manager of the Fabian, Hoboken; while M. Demscak, manager, Ritz, Jersey City, N. J., takes over at the Warner, Harrison.

Due to the resignation of I. Zatkin, Miss D. Gordon has become manager, Central, Jersey City. . . . Ethel Oxley, SW receptionist, left for a vacation and will visit the Jersey Shore, Buffalo, and the New England states. . . . Helen



Agnes Moorehead, featured in U-I's "Magnificent Obsession," recently appeared at Loew's State, New York City, and autographed photographs in the lobby on opening day of the film's engagement. Standing beside her is Murry Lenekoff, manager.

Knieps, SW real estate department, and Ann Jollett, contact department, celebrated birthdays. . . . Irving Lippman and Helen Mulligan, SW, have returned from their time off. . . . John McKenna, SW film buyer, and Robert Deitch, publicity and exploitation, are vacationing.

The importance of the motion picture theatre manager as a staunch citizen and member of his community will be pointed up in a series of managers' tributes and appreciation nights which will take place in the North Jersey Circuit, SW Theatres, during the month of September, which marks the final month of the three month celebration of the 40th anniversary of Simon H. Fabian, president, SW Theatres. The main purpose of these special community salutes is to highlight the significant service of the local theatre manager to the public and to show that he is a neighbor and friend of his patrons and community. Frank J. Damis, zone manager, said, "Our managers, averaging about 20 years of service each, are as much a neighbor of their patrons as any of their fellow merchants. They are steadfast citizens of their respective communities. It is our desire that during

AUCTION

Movie Theatre—To Settle Estate

2 P. M. (DST)

Wednesday, September 22, 1954
TUNKHANNOCK, PA.

Excellent modern theatre building. Seats 480 people. Very profitable. Complete modern equipment with air conditioning system. This is the only indoor motion picture theatre in this vicinity. Also, this is in an area where good television reception is not available. To be sold separately or with a modern food locker plant on the premises.

Brochure Upon Request
Inspection by Appointment

Auctioneers

RAYMOND A. McPHERSON, Inc.

136 N. 20th Street, Philadelphia, Pa.

RI 6-1313



Harry Brandt, president, Brandt Theatres, recently was host to United Artists' diamond champs at a luncheon at "21" in New York. The baseball game between Brandt and UA teams was played at the circuit head's estate in Porchester. Seen, top, left to right, are Arthur Krim, president, UA; Brandt; Robert S. Benjamin, UA board chairman; Richard Brandt; William Heineman, UA vice-president in charge of distribution; Max Youngstein, vice-president, UA; and Martin Levine, Brandt Theatres; and, bottom row, left to right, Marty Schiff, Bingo Brandt, Eddie Rice, Al Ericson, Tom Rodgers, Joe Inghbar, Arthur Sommers and Harry Goldstein, all of Brandt Theatres.

these managers' special events, patrons and neighbors who have not as yet made a personal acquaintance with their local SW manager will take the opportunity to do so."

New York State Albany

National - Simplex - Bludworth, Inc., Delaware corporation, filed a statement designating its New York State office for a theatre equipment business to be 92 Gold Stret, New York City. W. E. Green is president. Mudge, Stern, Williams and Tucker were the attorneys.

Richard Lyford Productions, Inc., has been authorized to conduct a motion picture production business in Mount Pleasant, Westchester County, N. Y. Authorized capital stock is 200 shares,

no par value. Incorporators are Richard H. Lyford and Betty Neale Lyford, Thornwood, N. Y. Attorney is Julian H. Beaty, New York City.

New York Drive-In Theatre Corporation has been empowered to conduct an entertainment business in New York. Capital stock is 200 shares, no par. Attorneys are Fliashnick and Liberman, New York City.

Manager A. O. LaFlamme discovered a beautiful concrete fountain standing in front of the D. A. Lanzetta Marble Company. After proper arrangements were made, he trucked it to the theatre, hooked it up to a water supply, decorated it with flowers donated by Fred A. Danker, local florist, and had a lovely lobby display for "Three Coins In The Fountain." Coins tossed into the fountain were

turned over to the Sons Of Italy for its Boys Town project.

CinemaScope state installations in the local exchange district now total approximately 100, 20th-Fox branch manager Nat Rosen revealed. Among recent installations have been those at Kallet's Gal'i Curci, Margaretville; John Free's Pontiac, Ogdensburg; Dominick Carcelli's Hudson River Drive-In, Stillwater; Schine's State, Hamilton; Smalley's Sidney; Leon Duva's Morris, Morrisville; Fred Pe'key's Rox, Keesville, and Hollywood, Ausable Forks; and Cal King's Walden, Williamstown, Mass. 20th-Fox salesmen now tote a test reel, to check CinemaScope installations.

Gene Vogel, former Universal-International branch manager and MGM salesman here, is now associated with Confection Cabinet Company, which services circuit theatres in Cleveland. Vogel's family has moved to that city.

Leo Greenfield picked up the reins at U-I after a vacation with Mrs. Greenfield at Lakewood, Me., and Cape Cod, Mass. Head booker Al Marchetti, who guided the exchange in Greenfields absence, left with Mrs. Marchetti, cashier, for Canada. Gene Lowe, U-I salesman, spent a week at the family cottage on East Caroga Lake.

Other recent vacationers included Mary Ann Questand and Carmella Mottolese, Columbia; Nancy Di Sorento and Doris Senecal, Warners.

Bainbridge

The Avon, operated for two years by Anthony Dellano, has closed.

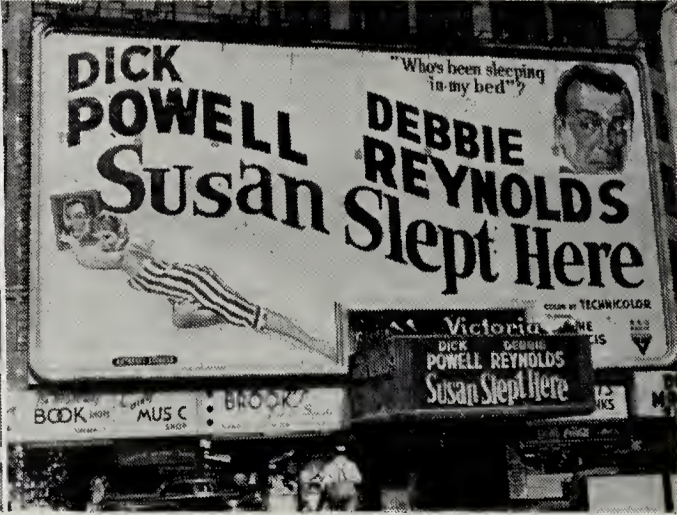
Bath

Harold Lee, manager, Schine's Babcock, has secured a booth in the Fair House gratis. This fell right in with his playdates on "Gone With The Wind" so he arranged a flash on this film that hundreds of people could not fail to see.

Buffalo

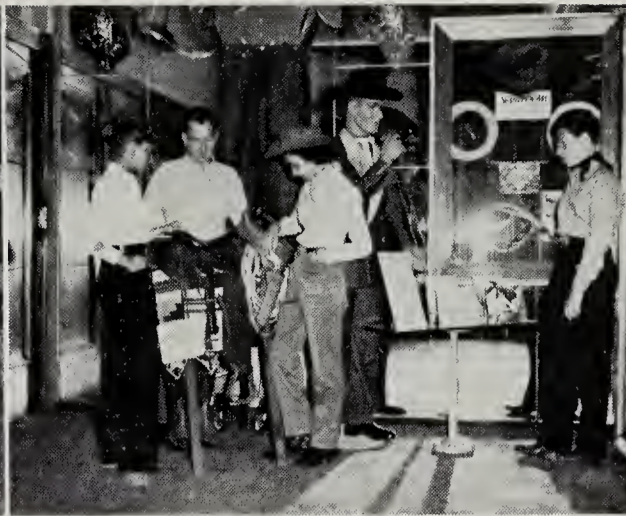
In gratitude to all honest-to-goodness blondes, 5 feet 6 inches, Columbia and Robert T. Murphy, manager, Century, invited ladies fulfilling these specifications to a complimentary attendance in the Century when Kim Novak made her bow in "Pushover." While here,

(Continued on next page)



Crowds formed early outside the Victoria, New York City, for the recent opening of RKO's "Susan Slept Here." The first 1,000 women in line received black-eyed Susans through a tieup with a local florist; in the center, disc jockey Martin

Block is seen interviewing producer Harriet Parsons on his ABC network air show; and, on the right, is shown the sign atop the theatre. An excellent advertising and publicity campaign aided the successful engagement.



When Walter Reade's Baronet, New York City art house, played Lippert's "The Cowboy" recently, the theatre went all out with the cowboy motif. Manager Bernard Brooke and Walter Reade publicist Dave Berger arranged to have people from the Peekskill Dude Ranch attend the opening in western attire, while a lobby display of western apparel was arranged in tieups with various firms.



The 20th-Fox traveling studio exhibit on "The Egyptian" recently visited Buffalo, N. Y., and is seen parked in front of the Century, where it attracted much attention.

Sliter Retires After 40 Years

ALBANY—Finis was written to a colorful career of 40-odd years in the motion picture business, across the United States and into Mexico, as salesman, branch manager, district manager, and exhibitor, with the retirement on pension of Fred G. Sliter, 20th-Fox salesman in the Albany territory for more than a decade and an employee of the company for 22 years. Sliter, father of Harold Sliter, Schine zone manager at Lexington, Ky., and one-time director of publicity and exploitation at the home offices in Gloversville, was guest at a farewell dinner in Penetta's Restaurant, Menands, N. Y., given by fellow members of Albany Lodge, Colosseum of Motion Picture Salesmen of America, and other industry friends.

One of those lauding Sliter's long, faithful and rewarding services to the industry was his successor, John F. Wilhelm, who had been head booker and office manager here since 1951. Nat C. Rosen, 20th-Fox branch manager, presiding at the dinner, praised Sliter, as did Dan R. Houlihan, former 20th-Fox local manager and now Paramount chief. Others speaking briefly included Clayton Pantages, 20th-Fox salesman; Howard Smidt, Paramount; Harvey Appell, Columbia, who co-chairmanned the event; and Charles A. Smakwitz, Stanley Warner zone manager.

Sliter accepted an electric roaster, gift of the diners. He spoke nostalgically of a career that started as a bill poster-advance man with a circus in Buffalo 50 years ago. The veteran was touched by references to his high standing with exhibitors and their friendship for him. Fred once tried his hand at operating a Schenectady theatre.

Among other attendees were Jack Goldberg, MGM manager; Ray Smith, Warner manager; Norman Jackter, Columbia manager; Leo Greenfield, U-I manager; George Thornton, exhibitor; F. Chase Hathaway, Hathaway's Drive-In, North Hoosick, N. Y.; Haven, Fair Haven, Vt.; and Fort Warren Drive-In, Castleton, Vt.; Sylvan Leff, Town, Watertown, N. Y.; Highland and Rialto, Utica, N. Y.; and also serving as upstate representative for Realart; Joe Miller, Menands Drive-In, and one-

time Columbia manager; John Sharpe, 20th-Fox booker Ed J. Wall and Gordon Bugie, Paramount; Jimmy Moore and Harry Levine, Warners; Ralph Ripps, Metro; Bob Friedman and Gene Lowe, U-I; and Fred Sliter, Harold's son.

Taking over at the booking desk was another young man, Harold Ironfeld, Jr., who recently was discharged from the Air Force. Ironfeld, son of a mid-west industry official, had served at the 20th-Fox home offices and in Pittsburgh.

Buffalo

(Continued from preceding page)

Miss Novak and Phil Carey attended the WEBR Hi-Teen Show and also appeared as guests at the WGR-TV dedication ceremonies opening this new channel 2 in Buffalo.

John G. Osborne, Wheeling, W. Va., native of Batavia, N. Y., has been named to four positions in theatrical businesses formerly filled by his father, John R. Osborne, who died on June 16. Osborne was named vice-president, Genesee Theatrical Enterprises, with headquarters in Batavia; West Virginia Theatrical Enterprises, Capitol Amusement Company, and Wheeling Theatres, Inc., all in Wheeling. Osborne's late father and Nikitas D. Dipson, Batavia, were in the theatre business together for many years and were among industry pioneers in this part of the country.

—MRS. NEDRA GRAY



This bally man with authentic beard and stuffed parrot recently toured downtown Buffalo to spread news of the opening of UA's "Adventures Of Robinson Crusoe." Manager Eddie Miller also used a book store and library promotion.

Ilion

Ray Leveque, Schine's Capitol, enjoyed a fine success with his local playground's Children's Variety Review, held on stage of his theatre. All area papers, including the Utica paper, were liberal with space and pictures. Quite a line-up of children participated in the revue, and all had a good time displaying their talents, to the delight of their proud parents and the others who attended.

Saratoga

Jerome Fuller doubled his stage attractions for a two-day period at Spar Drive-In, plus a film bill. He presented Ernie Lindell's WGY Radio Ranch and the WWVA Jamboree, both groups being very popular in this area.

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Richard De Bow, manager, Trans-Lux, New York City, recently arranged a lobby display and contest on MGM's "Executive Suite" and estimates over 3500 persons tried to unlock the door to the "executive suite." Patrons were asked to try and select the lucky key from a tray containing over 100 keys.

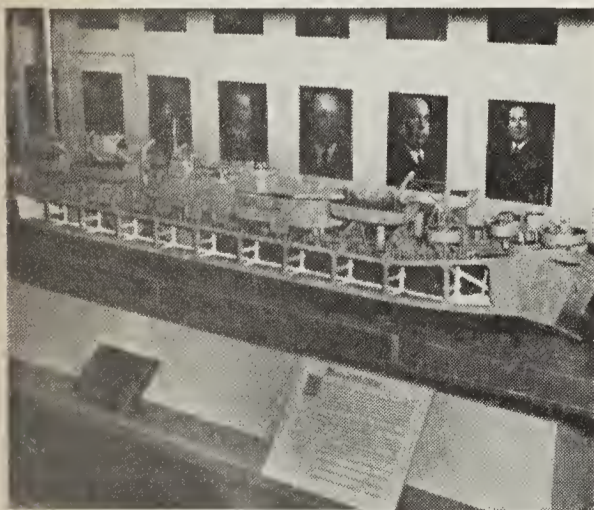
EYEING THE

Exchanges

NEW YORK—Foxites had a triple celebration luncheon at Nick and Guido's to help Virginia Carlone and Joyce Gershon mark their natal days. Lillian Gordon, secretary to the office manager, was also honored on the occasion of her recent marriage.

REPUBLIC—Switchboard operator Irene Anastasiou and 16 mm. booker Chrys Blionas became turf conscious while weekending at Saratoga. . . . Print booker Auria Lopez has returned from vacation.

U-I—Booker Marvin Friedlander is back from his mountain jaunt. . . . Mary Menas spent the annual at Fleishmanns. . . . Biller Goldie Tucker is back from her Niagara excursion with tales of how she saw Niagara fall. She was on the precipice a few days before it was washed away by the stormy Niagara waters. . . . Salesman Phil Wennich was visited by his six-year-old grandson from Georgia who came to the city unescorted by plane from his southern home.



A cutaway model of a combat landing ship, backed by portraits of famous naval commanders, recently provided an attention getting lobby display for the New York premiere of United Artists' "Victory At Sea," Trans-Lux.

MGM—Cashier Harry Kugel and family were vacationing. . . . Booker Moe Rose's daughter Martha was visiting the office. . . . Harriet Allen, head, contract department, was enjoying a respite. . . . A new Ozlid duplicating machine has been installed in the office. . . . Print booker Herman Garris is enjoying the sunshine along Jersey's shore at Atlantic City. . . . Former employee Jo Ann Trager was visiting with her daughter.

WARNERS—Ruth Kaiser, secretary to the branch manager, marked her ninth year of married life with husband Murray. The Kaisers were married on V-J day in 1945 and since then have been celebrating their anniversary by going away for weekend honeymoons. This year, the destination for a ninth honeymoon remained undisclosed up to the last minute. . . . Newcomer Marcelin Goldberg, booker's secretary was with the Warner exchange in Washington for five years. She now plans to live in New York permanently. . . . Viola Guillon, contract department, sustained minor injuries in an auto mishap.

PARAMOUNT—Ledger clerk Reginald Bagnall had a weekend at Ocean Beach, N. J. . . . Nancy Olivero was presented with a gift at a farewell luncheon when she resigned. . . . Office assistant Phil Fontanetta is waiting for results of an army physical.

20TH-FOX —Booker's assistant Lynn Flisser is enjoying the mountain greenery in the Catskills. . . . Also on the vacation trail was biller Lillian Kahn. . . . The film room had a party for inspectress Celeste Rubin on her birthday. . . . Inspectress Margaret Howley marks her seventh wedding anniversary with husband Thomas with a dinner and show.

UNITED ARTISTS —Assistant cashier Hilda Frishman is back from vacation. . . . Apprentice booker Dave Nathan became 21 on his recent birthday. . . . Booker's secretary Harriet Handler is on a Long Beach vacation.

BONDED—The vacation list includes the names of shipper Nolan Lawrence, inspectress Mary De Silva, who is spending it at Miami Beach, Fla., and night shipper Benny Rosen. . . . Back from their respites are Rocco Serapiglia and Herman Friedman.

RKO—Salesman Charles Penser was in the hospital after suffering a slight heart attack. . . . Phyllis Friedman has returned from her western jaunt. . . . Phil Heydeck, boxoffice department, was in Washington for the weekend. . . . Back from vacation were switchboard operator June Jacobson and Bud Giles, boxoffice department, and booker Dot Post, who was in Maine. . . . Secretary Ann Messina was on the sick list.

COLUMBIA — Boxoffice department's Gene Dailey is back from his motor trip vacation in Canada and the upstate New York area. . . . Clerk Barbara Nielson is back after an extended illness. . . . Booker Seymour Berkowitz is on the sick list. . . . Ceil Weiner, inspectress, was on a Bermuda cruise. . . . Lou Morse, head of the film room, was sad-

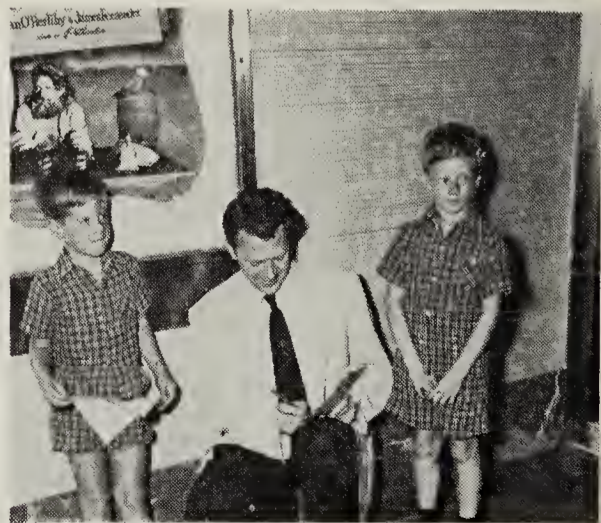


The French Consulate, New York, was the recent meeting place for Mrs. Philip Cortney, Countess de Lagarde, and Mrs. Van den Perre, left to right, as they prepared to set up a gala world premiere of 20th-Fox's "Desiree" for the benefit of the Father Damien Fund. Mrs. Spyros P. Skouras is the coordinating chairman.

dened by the death of his mother. . . . Switchboard operator Swanee Jacobsen's beau Pete was visiting.

ALIED ARTISTS—Head booker Etta V. Segall was surprised by a party in her honor given by the office staff for her birthday, replete with cake, flowers, and gifts. . . . Doris Baruch, switchboard operator, was on the sick list, but expected back on the job soon.

RAMBLIN' 'ROUND—Florence Gilbert, assistant to Max Fried, Ligget Florin, enjoyed a weekend at the Berkshires. . . . Max Fried plans a Canadian vacation. . . . Jerry Horowitz, L-F, was vacationing in the Catskills. . . . L-F booker Tom Posner spent his respite on the Jersey Shores. . . . The Hyde Park and Commack Drive-Ins have installed CinemaScope equipment. . . . Dave Navity, Pix, White Plains, N. Y., was vacationing at Martha's Vineyard. . . . Secretary Marian Smith, L-F, was weekending at Banner Lodge. . . . Liggit-Florin booker Max Fried is getting an industrywide needling for being a Dodger fan. . . . Jerry Schapiro, Business Education Films, and family spent a few days at Long Beach. . . . Herbert Richek, formerly with Motion Pictures for TV and now with Associated Artists, became the proud father of his second child. The new addition makes it two girls for the Richeks'.



Dan O'Herlihy, star, United Artists' "Adventures Of Robinson Crusoe," recently autographed photographs for youthful fans in the lobby of the Trans-Lux Normandie, New York City, at the opening performance of the film.

COLUMBIA

A Bullet Is Waiting (712)

DRAMA
82M.

(Color by Technicolor)

ESTIMATE: Off-beat drama will fit into the duallers.

CAST: Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne. Produced by Howard Welsch. Directed by John Farrow.

STORY: Deputy sheriff Stephen McNally, while flying his prisoner Rory Calhoun back to Utah, has to make a forced landing. After a struggle, Calhoun frees himself, meeting up with Jean Simmons on whose property they are. McNally warns the girl to aid the law by turning over her rifle to him but she plays the part of a neutral, giving them food and shelter in the cabin owned by herself and her absent father, Brian Aherne, as severe rains maroon them. Thrown together, she and Calhoun find themselves falling in love. He tells her that he shot McNally's brother in self-defense and has been hunted ever since. Until McNally's hurt ankle heals, he is forced to sit by hoping to lay his hands on the gun. Aherne returns and listens to both stories, weighing the fact that Simmons is in love with Calhoun and that McNally may never let him get back to Utah alive to face trial. McNally gets the gun but runs out of ammunition before he can finish off Calhoun. Aherne decides that he and Simmons have had about enough of their desolate life and they decide to accompany the pair back to Utah.

X-RAY: This dramatic entry can prove to be of value on either the regular double bill, or it could interest art house or specialty audiences since it is off-beat. There are moments of violent action, some romance, a discussion on philosophy which may not be appreciated by the action fans, okeh performances, average direction and production. The cast is small and the sets are limited. Dimitri Tiomkin makes with violent musical accompaniment. The screen play is by Thames Williamson and Casey Robinson, with story by Williamson.

TIP ON BIDDING: Average program price.

AD LINES: "After The Kiss . . . 'A Bullet Is Waiting'"; "Explosive Drama Of Hate And Desire In The High Sierras"; "A High Tension Drama Of Two Men And A Girl Trapped By Floods High In The Sierras."

MOTION PICTURE

EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

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SECTION TWO
VOL. 52 • No. 17

AUGUST 25, 1954

IMPORTANT

Data carried in this issue of THE SERVISECTION, as it pertains to pictures of the 1953-54 season, will not be carried in complete detail again. Subsequent issues will be compiled as of, and after, the issue of Sept. 8, 1954, and will start the only complete reviewing record of the 1954-55 season in any motion picture trade paper. Additional data on the 1953-54 season will continue to be carried in THE SERVISECTION until the record is completed.

To sum up: this issue marks the completion of the 17th year of this service. The 18th year will begin on Sept. 8 as a complete record of the 1954-55 season, including material of the 1953-54 season until that is completed.

Back issues of most of the issues of THE SERVISECTION are available for purchase on request at The Bookshop.

ESTIMATE: Okeh programmer for the lower half.

CAST: Phyllis Kirk, John Bentley, Robert Ayres, Leonard White, Ewan Roberts, Glyn Houston, Charles Lloyd Pack, David Hurst, Margaret Anderson, Michael Balfour, Isabel George. Executive producer, Herman Cohen; produced by Victor Hanbury; directed by Geoffrey Faithful.

STORY: Phyllis Kirk, radio operator aboard an American merchant vessel docked at London, agrees to take some cigarettes off the ship for one of the stewards. She is checked by customs who find smuggled diamonds in the packages. Waterfront policeman John Bentley is assigned to the case, and, Kirk agrees to assist in clearing herself. The steward is murdered but his known friends are checked and she recognizes Glyn Houston as the man to whom she gave the packages. He eludes Bentley but Kirk follows him to her own freighter where he reports to captain Robert Ayres. She overhears him admit to the murder of the steward as well as being head of the smuggling operations. She is caught, and Ayres threatens to kill her and Houston. The police arrive to upset his plans. He tries to get away in a motor launch with Kirk as a hostage, but she effectively disrupts his plan and winds up in Bentley's arms.

X-RAY: A look as to how the London police patrol their waterfront, plus a fairly interesting yarn and okeh performances by the cast with good direction and production are to be found in

LIPPERT

River Beat (5329)

(English-made)

MYSTERY
MELODRAMA
70M.

FIRST* in the entire trade press . . .

MOTION PICTURE EXHIBITOR . . . both in The Pink Reviews as available, and in the alternating yellow Check-Up, . . . now lists, for your booking and playing knowledge, all pertinent data on the new techniques. Included in such data are:

1. ARE PRINTS AVAILABLE IN STEREOPHONIC SOUND?
2. WHICH SCREEN ASPECT RATIOS ARE AVAILABLE ON EACH PICTURE?
3. ON WHICH 3-D PICTURES ARE 2-D PRINTS AVAILABLE?
4. IS IT CINEMASCOPE . . . VISTAVISION . . . SUPERSCOPE . . . etc.?
5. ARE THERE ANY OTHER MECHANICAL PLUS-VALUES TO HELP THE GROSS?

*AS USUAL! The most useful and "theatre-wise" services will always come from the theatreman's most serviceable weekly!

this entry which should go well on the lower half. Kirk impresses in her characterization. The pace is rapid. The screen play is by Rex Rientis.

AD LINES: "Diamond Smugglers Invade London—It's The Job Of The River Patrol To Catch Them"; "Diamonds On Her Meant—Trouble"; "She Was Wanted On Two Counts—Romance And Smuggling With A Murder Thrown In For Good Measure."

MGM

Brigadoon (502) MUSICAL FANTASY 108M.

(CinemaScope)
(Color by Ansco)

ESTIMATE: Entertaining musical fantasy.

CAST: Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart, Barry Jones, Hugh Laing, Albert Sharpe, Virginia Bosler, Jimmy Thompson, Tudor Owen, Owen McGivney, Dee Turnell, Dody Heath, Eddie Quillan. Produced by Arthur Freed; directed by Vincente Minnelli.

STORY: While hunting in the Scottish highlands, two Americans, Gene Kelly and Van Johnson, come upon a little village which they can not find marked on the map. The townspeople are suspicious of the strangers and Cyd Charisse tells them that they are in Brigadoon. A gay crowd of people are in a festive mood broken when they see the intruders. Jimmy Thompson, a prospective bridegroom, befriends the pair and together they do a lively jig singing "I'll Go Home With My Bonnie Jean." Meanwhile Thompson's affianced is at home preparing for the wedding with the help of her sister Charisse who explains that she will not marry until she finds her special "dearie." Kelly meets Charisse again and together they go to a hillside to gather heather for the wedding. Kelly realizes that he is in love. The two Americans are confused by some of the strange things they learn about Brigadoon and Charisse brings them to Barry Jones, the schoolmaster, who tells them that the town exists for only one day in each century and when the people go to bed they wake up a hundred years later. This, it is explained, prevents the people from being corrupted by the world for they are not in any century long enough to be affected by its evils. After Thompson's wedding, the people gather for some celebrating which is interrupted by the rejected lover, Hugh Laing, who announces he will leave Brigadoon. Knowing that if he gets away the town will disappear and never return, the people organize a search for him. He is killed accidentally by Johnson. Johnson also persuades Kelly to return to America rather than stay in the strange town. Kelly, however, can not find peace in the bustling society of New York. He returns to Scotland to see the place where Brigadoon was and to his surprise it appears for him again. Jones explains that his love woke the town up. Kelly joins Charisse in the magic town before it disappears again.

X-RAY: A bewitching and charming musical fairy tale, this adaptation of the famous Broadway musical is entertaining and well-made. The settings are somber and quaint, suggestive of the Scottish highlands, and the musical numbers are well-done. Kelly is lively and enthusiastic, and Johnson is properly sarcastic and worldly. Gay, light, and tuneful, this has qualities to appeal to many audiences. Beautifully photographed in Ansco color

with CinemaScope as an added asset this is a welcome addition to big city theatres. It may need extra selling in small towns and rural situations, but has strong potentialities and is certain of a welcome at boxoffices. Heard are "Prologue," "Brigadoon," "Mac Connachy Square," "Waitin' For My Dearie," "I'll Go Home With Bonnie Jean," "The Heather On The Hill," "It's Almost Like Being In Love," "The Gathering Of The Clans," "The Wedding Dance," "The Chase." Based on the musical play by Frederick Loewe and Alan Jay Lerner with screen play by Alan Jay Lerner. The fame of the play should help in the selling.

TIP ON BIDDING: Higher bracket.

AD LINES: "One Of The Year's Top Musicals"; "A Delightful Frolic In The Scottish Highlands," "From The Broadway Smash, 'Brigadoon'"; "A Romantic Fairy Tale Beautifully Produced In CinemaScope"; "Gay, Tuneful Highland Fun."

UNITED ARTISTS

Khyber Patrol MELODRAMA 71M.

(World)

(Color by Color Corp. of America)

ESTIMATE: Okeh for the lower half.

CAST: Richard Egan, Dawn Addams, Raymond Burr, Patric Knowles, Paul Cavanaugh, Donald Randolph, Philip Tonge, Patrick O'Moore, Laura Mason. Directed by Seymour Friedman.

STORY: At the turn of the century, Captain Richard Egan, Canadian-born son of a former officer of the British Lancers, joins the old regiment at the Indian border where they try to put down acts of rebellion of tribes believed to be incited by the Russians. Egan rebels at the diplomatic niceties which prevent his pursuing them into Afghanistan and frequently clashes with his superiors. His belligerent attitude causes a riff between him and Dawn Addams, whose father, General Paul Cavanaugh, chief intelligence officer, encourages her to wed Lieutenant Patric Knowles, serving under Egan. The latter is forced to apologize to Prince Donald Randolph, an outlaw Afghan under house arrest. Egan, bitter at treatment by Addams, fellow-officers, etc., drinks heavily with his friend, Afghan officer Raymond Burr, who is in league with Randolph and in the pay of the Russians. A shipment of machine guns is scheduled to arrive. Egan survives a courtmartial for leading his men into an ambush in which Knowles is killed along with others. Relieved of duty, Burr asks Egan to join him which he does with Cavanaugh's consent. Addams is held as a hostage to make sure Egan fully cooperates but he manages to free her. As a battle for the guns starts, Egan rides to the British and sets up a machine gun in the nick of time to kill Burr, Randolph, and others. Later, he and Addams get married and leave for a honeymoon in Canada.

X-RAY: There's enough action, intrigue, color, etc., to be found here along with a fairly interesting story and average performances, direction and production to permit this rounding out the program on the lower half. The screen play is by Jack DeWitt based on a story by Richard Schayer. Maximum aspect ratio: 1.75-1.

AD LINES: "Action And Intrigue At Khyber Pass"; "He Had A Way With Savage Tribesmen, Machine Guns, And A Pretty Girl"; "An Action-Packed Yarn About Historic Khyber Pass."

U-International

Naked Alibi (431) MELODRAMA 86M.

ESTIMATE: Interesting action meller.

CAST: Sterling Hayden, Gloria Grahame, Gene Barry, Marcia Henderson, Casey Adams, Billy Chapin, Chuck Connors, Bud Wolfe, John Day, Fay Roope, Frank Wilcox, Don Haggerty, Stu Randall, Richard Beach, Don Garrett. Produced by Ross Hunter. Directed by Jerry Hopper.

STORY: Sterling Hayden, chief of detectives, is fired for alleged police brutality, after he had persisted in tailing murder suspect Gene Barry. Hayden is sure Barry, who had been released for lack of evidence, is behind the cop killings and hires private detective Don Haggerty to help him. Unnerved, Barry takes leave of his wife Marcia Henderson, and goes to another city. Hayden follows and is beaten and robbed. Shoe shine boy Billy Chapin gets help for the unconscious Hayden, and he finds himself in the home of Gloria Grahame, night club singer. Unknown to Hayden, Grahame is the sweetheart of Barry, whom she thinks is going to marry her. Insanely jealous, Barry beats her up, and admits he is already married. Grahame, disillusioned and growing fond of Hayden, warns him. Barry plots to have Hayden killed, but Hayden escapes with Grahame, with Barry their prisoner. They plan to force Barry to take them to the church where he is believed to have hidden the gun with which he committed murder. Barry escapes, and Grahame follows and catches him getting the gun. Barry threatens to kill her as Hayden arrives with police. Barry is killed, but one of the bullets has killed Grahame. With the gun in his possession, officials admit that Hayden's suspicions have been vindicated.

X-RAY: Moving, at an interest-holding pace, this meller having to do with murder and the efforts of the police to pin down the killer should please action meller fans. The cast is good, and the direction and production is well-done. Grahame sings one song, "The Ace In The Hole." It should make up well as part of the program. The screen play is by Laurence Roman based on the original story "Cry Copper" by J. Robert Bren and Gladys Atwater. Legion of Decency: "B." Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Average program price.

AD LINES: "Last Night She Was Just Another Dame; But Tonight She's 'The Naked Alibi' That A Cop And A Killer Followed Through The Twisted Alleys Of A Border Town Slum"; "Wherever There's Murder There's A Woman Like Marianna—And A Man To Do What She Wants."

WARNERS

Dragnet—(401) MELODRAMA 89M.

(Color by WarnerColor)

ESTIMATE: High-rating police yarn.

CAST: Jack Webb, Ben Alexander, Richard Boone, Ann Robinson, Stacey Harris, Virginia Gregg, Victor Perrin, Georgia Ellis, James Griffith, Dick Cathcart, Malcolm Atterbury, Willard Sage, Olan Soule, Dennis Weaver, James Anderson, Monte Masters, Herb Vigran, Virginia Christine, Guy Hamilton, Ramsey Williams, Harry Bartell, Herb Ellis, Har-

Ian Warde, Dub Taylor. Directed by Jack Webb. Produced by Stanley Meyer.

STORY: Stacey Harris and Dub Taylor walk across a field when Willard Sage suddenly appears on the scene with a shotgun and kills Taylor. A conference takes place at police headquarters with sergeant Jack Webb and his partner Ben Alexander. All of the dead man's associates including Harris are brought in for questioning. Jim Griffith, who saw Sage leave the scene of the crime identifies him. Sage's wife, Georgia Ellis, refuses to reveal his whereabouts. The police are forced to release all suspects. The police learn Taylor used to collect gambling debts for the syndicate and was probably killed because he was holding out on the money. Attractive policewoman Ann Robinson is assigned to undercover work at the cafe where Harris hangs out. Sage is located but doesn't talk. They take what they have before a grand jury but Griffith refuses to talk fearing reprisals and the jury doesn't indict. The cafe is wired for sound. Robinson is rescued by Webb and Alexander when her identity is discovered. Via the listening post, they learn that Sage is sent to Cleveland where he is killed. When this is revealed to Ellis, she breaks the case. Harris is ordered arrested but the order comes too late for he is dead following an operation at a hospital.

X-RAY: This entry is based on the top television show of the same title and the screen version follows pretty much the same pattern except that it is expanded. The story is developed with interest being maintained throughout its running time. The factual presentation is used with good results. The cast is uniformly good with underplaying proving effective and getting across the point that it is a factual presentation. The direction and production are in the better category. It looks as though it should be a strong boxoffice grosser. The screen play is by Richard L. Breen. An instrumental, "Foggy Night in San Francisco," is heard.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Job Needed A Girl—A Pretty One . . . Policewoman Downey Was It"; "7.55 P.M., All Days Off Were Cancelled, All Officers Placed On Stand-by, This Was The Hottest Case to Ever Hit The Department"; "It Comes Siren-Screaming Out Of The Police Files—The Story Of The Red Spot Criminals Never Told Before."

FOREIGN

Caspian Story

DOCUMENTARY
52M.

(Artkino)

(Russian-made) (English narration)

(In Color)

ESTIMATE: Fair Soviet documentary.

CREDITS: Directed and photographed by Roman Karmen; produced by the Baku Feature and Newsreel Studio, USSR.

STORY: This is the story of the exploitation of off shore oil resources in the USSR's Caspian Sea. The tale begins in 1949 when a group of geologists explored the area some 60 miles from shore to discover where oil might be located. When the oil began to come in a man made island of wharves, roads and homes were built on stilts to facilitate living in this aquatic boom town. Hundreds of workers live all year 'round in this strange town that was built to withstand the winds and storms of the Caspian

while the valuable oil is drawn from beneath the sea.

X-RAY: An interesting tale of off shore oil prospecting, this Russian-made documentary, however, is overly long, and the material is not able to sustain the amount of footage devoted to it. It is slow paced, but its fine color photography is worthy of mention.

AD LINES: "A Fascinating Story Of How Oil Is Drawn From Beneath The Sea"; "A Boom Town On Stilts"; "A Town Built Over The Sea."

The Good Beginning

COMEDY
65M.

(Stratford)

(English-made)

ESTIMATE: Lightweight import for the art spots.

CAST: John Fraser, Eileen Moore, Peter Reynolds, Lana Morris, Humphrey Letocq, Hugh Pryse, Ann Stephens, Peter Jones, Robert Raglan, Victor Maddern, Roland Curran, Virginia Clay, Oliver Johnston, Lou Jacobi, Ronnie Harries, David Kossoff, Barbara Whitfield, Eddie Vitch, Alma Cookson. Produced by Robert Hall; directed by Gilbert Gunn.

STORY: John Fraser and Eileen Moore, newlyweds, try to live on a budget the wife works out, and not like their married friends, Peter Reynolds and Lana Morris, who are installment plan lovers. Moore also endeavors to better the position of Fraser, who works for real estate office. Knowing Moore has admired Morris' fur coat, Fraser, when he gets a small raise in salary and a bonus, buys one on time for her, intending to hold out the increase from his take home pay. Moore finds out about his deception and insists Fraser turn the money over to her. When Fraser falls behind in the payments, the furrier threatens to seize the coat. Fraser bets on a horse, the bookie welsches, and he is in a worse financial jam than ever. Fraser resorts to minor embezzlement, pays the furrier, but needs money to cover the money he took from the firm. He goes to Reynolds and Morris for help, which they cannot offer. Morris tells Moore, and she pawns the coat and gets the money to Fraser before his employer knows it is missing. They realize that through lack of understanding, they have experienced a bad beginning to married life.

X-RAY: This British comedy of newlyweds and their adjustment period to things other than love is a charming bit of lightweight entertainment. However, it has no names for the American market, and, although it holds interest throughout with a few chuckles along the way, it will mean little except in art houses playing English product. It is pretty talky and for the most part is shot in interiors. Story is by Janet Green.

AD LINES: "A Happy Family Picture With Universal Appeal"; "The Delightful Story Of The Trials And Troubles Of A Newly Married Couple"; "A Heart Warming Domestic Comedy."

A Kingdom

74M.

On The Waters

DOCUMENTARY

(Artkino)

(Hungarian-made)

(English narration)

(Color)

ESTIMATE: Good nature study film.

CREDITS: Written, photographed, and directed by Dr. Istvan Homoki Magy.

Produced by the Hungarian Newsreel and Documentary Film Studios, Budapest.

STORY: Intimate glimpses of birds and animals in their natural habitat that is sometimes cruel and violent and sometimes gently humorous make up this documentary on nature. The struggle for survival is the dominant theme, and the smaller weaker animals give way to the stronger elements in nature. Shots of birds hatching through their eggs and learning the basic elements of life are seen.

X-RAY: Photographically excellent, this color glimpse into the secrets of nature is fascinating. Although in considering the harsher elements of nature this can sometimes be unpleasant, it is on the whole a skillfully made documentary that is worthy of consideration. Despite a dully written and monotonously spoken narration the animals still manage to hold their own.

AD LINES: "A Magnificent Panorama Of Nature"; "Fascinating Intimate View Of Animals In Their Natural Habitat"; "A Rare And Beautiful Film, Technically Remarkable."

The Shorts Parade

TWO REEL

CinemaScope Color Documentary

JET CARRIER. 20th-Fox—CinemaScope Specials. 17m. This is the story of life on an aircraft carrier, the Yorktown. Views of the San Francisco skyline are seen as the ship pulls out of port headed for maneuvers in the Pacific. The Yorktown is a city in itself with a crew of 3,000 and many of the services that a city would offer. Shots of the communications room, and navigation and weather headquarters are seen but much of the footage is devoted to showing jet planes taking off and landing on the limited space available on the carrier deck. **GOOD.** (7409).

Color Novelty

WHO'S WHO IN THE ZOO. Warners—Technicolor Special. 17m. The camera catches scenes from zoos the world over with a variety of animals being photographed at play, relaxing or performing, and some birds are seen in action. A group of barnyard animals provide some moments of interest for youngsters. **GOOD.** (1012).

Novelty

THIS WAS YESTERDAY. Warners—Classics Of The Screen. 20m. The producer has gone back to the files for footage showing America prior to World War I. To be seen are Pancho Villa and some of the acts carried out by him and his outlaws against the U. S. which arouses the country to the extent of General Pershing being sent with troops to catch the bandit. Wilson's second election is shown and some other figures to be found here are William Jennings Bryan, Billy Sunday, Harry Lauder, John Phillip Sousa, Sarah Bernhardt, Thomas A. Edison, Henry Ford, and Franklin D. Roosevelt as under-secretary of the navy. German submarines are in action off the coastal waters and German sabotage in the Black Tom munitions explosion is shown. **EXCELLENT.** (1106).

Serial

MAN WITH THE STEEL WHIP. Republic—Serial. 12 chapters. Richard Sim-

mons, Barbara Bestar, Dale Van Sickel, Mauritz Hugo, Lane Bradford, Pat Hogan, Roy Barcroft, Stuart Randall, Edmund Cobb, I. Stanford Jolley, Guy Teague, Alan Wells, Tom Steele. Produced and directed by Franklin Adreon, written by Ronald Davidson. Chapter 1—The Spirit Rider. 23m. The ranchers of a western community are incensed by the growing number of Indian raids. They are ready to organize a posse to drive them off their reservation but Richard Simmons manages to calm them. The local saloon keeper is eager to get the Indian land and is responsible for staging the Indian raids. Simmons assumes the character of El Latigo, a hero from Indian legends and thereby gains the confidence of some of the tribe. There is enough action and gunfighting here to satisfy serial requirements. FAIR. (5481).

ONE REEL

Color Cartoons

BEWITCHED BUNNY. Warners—Bugs Bunny Specials. 7m. When Bugs Bunny sees the nasty old witch about to make a meal of Hansel and Gretel he goes to the rescue. With them free, the witch decides that rabbit stew is just as good and goes after Bugs. FAIR (1728).

FRIGHT TO THE FINISH. Paramount—Popeye Cartoons. 6m. As Olive Oyl reads a ghost story to both Bluto and Popeye, Bluto gets an idea to use ghosts to scare Popeye away and Olive into his arms. Olive is scared and thinks Popeye is behind the business and sends him on his way. The latter discovers Bluto's scheme and with the aid of vanishing cream succeeds in making Bluto think there are ghosts around and he takes off in fear. Olive takes refuge in Popeye's arms. GOOD. (E13-8).

LITTLE TOOT. RKO-Walt Disney—Marquee Musicals. 9m. From "Make Mine Music" this animated tale tells of a little tug boat that just wouldn't grow up. It kept making trouble for the big tugs and ocean liners and finally after causing considerable havoc it is taken out to sea for an exile. However, a storm comes up and Little Toot manages to save a floundering ocean liner. He brings it back to New York amid cheers. GOOD. (44005).

MUZZLE TOUGH. Warners—Merry Melodies. 7m. Tweety the bird and the family bulldog become neighbors to Sylvester the cat when they move into new quarters. The cat tries numerous ways to get at Tweety but with little success, and when Sylvester dons a disguise as a dog he is nabbed by the dog catcher. FAIR. (1719).

THE OILY AMERICAN. Warners—Merrie Melodies. 7m. Moe Hican, Indian made wealthy by having oil discovered on his land, has his animals brought to his mansion for his hunting, and a moose is let loose in the mansion and on the grounds for Moe's pleasure. A chase by Moe and butler get nowhere, and the butler winds up resigning after getting the point of most of the weapons used. FAIR. (1720).

SHIP A-HOOEY. Paramount—Herman And Katnip Cartoons. 7m. Herman and several other mice sail the seas in their own ship and come upon a raft with an SOS. They are about to rescue the inhabitant when they discover it's Katnip. He boards the vessel and while the other mice run to the raft, Herman remains on board and fights for his ship. Several attempts to dislodge Katnip fail but at last with the aid of a cannon he manages to shoot him back to the raft knocking the other mice back on board to resume their merry cruise. GOOD. (H13-4).

Novelty

RIDING THE WIND. RKO—Screenliner. 8m. The smooth and effortless flying of the seagull has been copied by man in the glider, a craft depending on air currents to keep it aloft. Gliders have excited people from before the days of the Wright brothers, and here a group of European youngsters are seen taking instruction for piloting the motorless craft. Before entering the cockpit the students must be well acquainted with the theory behind gliding. GOOD. (44212).

Color Sports

G. I. HOLIDAY. Warners—Sports Parade. 10m. In Germany's Bavarian Alps the towns of Garmisch and Partenkirchen, year-round European playgrounds, become recreational centers for G. I.'s stationed in the vicinity, and they indulge in cycling, boating, water sports, fishing, skiing, bob-sledding, etc. GOOD. (1509).

Sports

ONE HUNDRED UNUSUAL BOYS. Paramount—Grantland Rice Sportlights. 9m. In La Junta, Colo., the town's boys go about the average business of growing up with its attendant activities plus some unusual ones. It seems there are one hundred youngsters between 14 and 18 years of age who belong to one of the most unusual Boy Scout troops in America, the Koshare Troop, devoted to spreading the lore of the American Indians. They make authentic costumes, sets, perform various ceremonial Indian dances, and have put on numerous shows, the money from which goes into an education fund. EXCELLENT. (R13-12).

TOUCHDOWN HIGHLIGHTS. Paramount—Pacemakers. 10m. Various clips from different games of last season are correlated here and the whole emerges as a variety reel on football. Some of the games seen bit by bit include Army-Navy, College All-Stars-Detroit Lions, Notre Dame-Oklahoma, Cleveland Browns-New York Giants, Penn-Notre Dame, and California-UCLA. The retirement of Frank Leahy of Notre Dame is also noted. GOOD. (K13-6).

WATER SKI MARATHON. RKO—Sportscope. 8m. Evie Wolford and Bruce Parker, both topnotch water skiers, are seen here in a marathon ski through the rugged waters of the Caribbean. More than 200 miles from Nassau in the Bahamas to Miami through shark infested waters the pair try to break their own record in long distance water skiing. The trip takes eight hours and the pair have lunch while precariously holding on to the tow line, they arrive safely in Miami and with a new record. GOOD. (44313).

Color Topical

AGRICULTURAL NEWS No. 11. Artkino. 18m. Seen here in color is work being done to reclaim swamps in the suburbs of Moscow, prefabricated silos in use for storing grains, the Grozney sheep developed by scientific breeding to capture the best qualities of a number of breeds, and the new Jeep like car the Gas-69 which demonstrates amazing agility in driving over rough terrain. FAIR.

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National Release Dates, Production Numbers On '52-'53, '53-'54 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1952-53 and 1953-54 product, accurate to time of publication—Ed.)

Allied Artists

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

Table with production numbers and titles for Allied Artists, including 'Mr. Potts Goes to Moscow', 'The Maze (2-D)', 'Fighter Attack', etc.

(1954-55)

Small table with production numbers S-1 and S-2 for Allied Artists.

Columbia

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

Table with production numbers and titles for Columbia, including 'Let's Do It Again', 'The Last Posse', 'Flome Of Calcutta', etc.

(Reissues)

Small table with production numbers 614 and 627 for Columbia reissues.

Table with production numbers 701-712 and titles for various studios, including 'The Caine Mutiny', 'On The Waterfront', etc.

(Reissue)

Small table with production numbers 708-714 for reissues.

IFE

(1952-53)

Table with production numbers and titles for IFE (1952-53), including 'Anna' and 'O.K. Nero'.

(1953-54)

Table with production numbers and titles for IFE (1953-54), including 'The Secret Conclave', 'Bellissima', etc.

Lippert

(1953-54)

Table with production numbers and titles for Lippert (1953-54), including 'Spaceways', 'The Man From Cairo', etc.

(Reissues)

Small table with production numbers 5313 and 5314 for Lippert reissues.

(1954-55)

Table with production numbers and titles for Lippert (1954-55), including 'The Unholy Four', 'Deadly Game', etc.

Metro-Goldwyn-Mayer

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

Table with production numbers and titles for Metro-Goldwyn-Mayer, including 'Half A Hero', 'Terror On A Train', etc.

Table with production numbers 416-431 and titles for various studios, including 'The Long, Long Trailer', 'Tennessee Champ', etc.

(1954-55)

Table with production numbers 501-504 and titles for various studios, including 'Betrayed', 'Brigadoon', etc.

(Reissue)

Small table with production number 430 for a reissue.

Paramount

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1; SS indicates availability of stereophonic sound)

Table with production numbers and titles for Paramount, including 'Roman Holiday', 'The Caddy', 'The War Of The Worlds', etc.

(Reissues)

Table with production numbers 5325, 5401, and 5402 for Paramount reissues.

RKO

(For 1952-53 listing, see page 3650)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

Table with production numbers and titles for RKO, including 'Second Chance', 'Devil's Canyon', 'The Sea Around Us', etc.

(Reissues)

Table with production numbers and titles for RKO reissues, including 'The Best Years Of Our Lives', 'Rachel and The Stranger', etc.

(1954-55)

Table with production numbers 501-504 and titles for RKO (1954-55), including 'Susan Slept Here', 'Hans Christian Andersen', etc.

(Continued on next page)

Production Numbers

(Continued from preceding page)

Republic

(1952-53)

5201	Thunderbirds	Nov.
5202	Ride The Man Down	Jan.
5203	San Antone	Feb.
5204	Woman They Almost Lynched	Mar.
5205	The Lady Wants Mink	Apr.
5206	A Perilous Journey	May
5207	Fair Wind To Java	Apr.
5208	The Sun Shines Bright	May
5209	City That Never Sleeps	June
5210	Sweethearts On Parade	July
5211	Champ For A Day	Dec.
5212	Trent's Last Case	Jan.
5213	Sea Of Lost Ships	Feb.
5224	Crazylegs	Feb.
5231	Iron Mountain Trail	May
5232	Down Laredo Way	Aug.
5233	Shadows Of Tombstone	Sept.
5234	Red River Shore	Dec.
5241	Marshal Of Cedar Rock	Feb.
5242	Savage Frontier	June
5243	Bandits Of The West	Aug.
5244	El Paso Stampede	Sept.

(1953-54)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

5301	Flight Nurse	Mar.
5302	Geraldine	Apr.
5303	Jubilee Trail	May
5304	Hell's Half Acre	June
5305	Laughing Anne	July
5306	Make Haste To Live	Aug.
5307	Johnny Guitar	Aug.
5308	The Outcast	Oct.
5309	Tobor, The Great	Sept.
5325	Untamed Heiress	Apr.
5331	Phantom Stallion	Mar.

20th Century-Fox

(CS Indicates CinemaScope)

(1953-54)

401	King Of The Khyber Rifles (CS)	Jan.
402	Three Young Texans	Jan.
403	Hell And High Water (CS)	Feb.
404	The Siege At Red River	May
405	River Of No Return (CS)	May
406	Gorilla At Large (3D and 2-D)	June
407	Night People (CS)	Mar.
408	The Raid	Aug.
409	New Faces (CS)	Mar.
410	Racing Blood	Mar.
411	Prince Valiant (CS)	Apr.
412	The Rocket Man	Apr.
413	Three Coins In The Fountain (CS)	May
414	Princess Of The Nile	June
415	Demetrius And The Gladiators (CS)	June
416	Garden Of Evil (CS)	July
417	The Gambler From Natchez	July
418	The Royal Tour of Queen Elizabeth and Phillip (CS)	July
419	Broken Lance (CS)	Aug.
420	The Egyptian (CS)	Sept.
421	A Woman's World (CS)	Sept.
422	Carmen Jones (CS)	Oct.
423	Black Widow (CS)	Nov.
	The Adventures Of Haiji Baba (CS)	Oct.
	Desiree (CS)	Nov.
	White Feather (CS)	Dec.
	There's No Business Like Show Business (CS)	Dec.

(Reissues)

440	Scudda-Hoo! Scudda-Hay!	Mar.
441	Cry Of The City	Mar.
442	Street With No Name	Mar.
443	Riders Of The Purple Sage	Mar.
445	Orchestra Wives	May
446	Sun Valley Serenade	May

United Artists

Melba (Eagle)	Aug.
Captain Scarlett (Craftsman)	Aug.
I, The Jury (Saville) (3-D and 2-D)	Aug.
The Gay Adventure (Renown)	Aug.
War Paint (K-B)	Aug.
No Escape (Matthugh)	Sept.
Sabre Jet (Kreueger)	Sept.
99 River Street (Small) (1.66-1)	Sept.
The Joe Louis Story (Silliphant)	Sept.
The Fake (Fallos)	Sept.
Donovan's Brain (Dowling)	Sept.
Man In Hiding (Paal)	Oct.
The Steel Lady (Small) (1.66-1)	Oct.
Dragon's Gold (Wisberg-Pollexfen) (1.75-1)	Oct.
The Village (Wechsler-Maidment)	Oct.
Gilbert and Sullivan (Lopert)	Jan.
Shark River (Rawlins) (1.85-1)	Nov.
Captain John Smith and Pocahontas (Wisberg-Pollexfen) (1.66-1)	Nov.
Song Of The Land (Harrison-Roberts)	Nov.
Stranger On The Prowl (Forzano-Calef)	Nov.
The Man Between (Lopert)	Feb.
Yesterday And Today (Greshler) (1.66-1)	Dec.
Wicked Woman (Greene) (1.66-1)	Jan.
Riders To The Stars (Tors) (1.85-1)	Jan.
Go, Man, Go (Leader) (1.66-1)	Jan.
The Conquest Of Everest (Countryman)	Jan.
The Captain's Paradise (Lopert)	Dec.
Beat The Devil (Huston) (1.75-1)	Mar.
Personal Affair (Darnborough) (1.66-1)	Feb.
Act Of Love (Litvak)	Mar.
Top Banana (Popkin) (1.85-1)	Feb.
The Golden Mask (Baring-Setton)	Mar.
Beachhead (Schenck-Koch) (1.85-1)	Feb.
The Scarlet Spear (Breakston-Stahl) (1.66-1)	Mar.
Heidi (Weschler)	Apr.
Overland Pacific (Small) (1.75-1)	Feb.
A Queen's Royal Tour (Rank) (1.66-1)	Apr.
The Lone Gun (Superior) (1.66-1)	Apr.
Southwest Passage (3-D) (Small) (1.66-1)	Apr.
The Long Wait (Saville) (1.75-1)	May
Witness To Murder (Erskine) (1.85-1)	May
The Yellow Tomahawk (Schenck-Koch)	May
Captain Kidd And The Slave Girl (Reliance)	May
Man With A Million (Rank) (1.66-1)	June
Hobson's Choice (London) (1.85-1)	June
Gog (Tors) (3-D)	June
Challenge The Wild (Graham)	June
Apache (Hecht-Lancaster) (1.85-1)	July
The Lawless Rider (Carpenter)	July
Return To Treasure Island (Pollexfen) (1.75-1)	July
Adventures Of Robinson Crusoe (Dancigers-Ehrlich) (1.85-1)	July
Crossed Swords (Mahon-Vassarotti) (1.75-1)	Aug.
Down Three Dark Streets (Gardner-Levy)	Aug.
The Diamond Wizard (Fallos)	Aug.
Malta Story (Rank) (1.66-1)	Aug.
Victory At Sea (NBC)	Aug.
Suddenly (Bassler)	Sept.
Khyber Patrol (World)	Sept.
The Golden Mistress (Kay-Rybnick)	Sept.
Jesse James' Women (Panorama)	Sept.

(Reissues)

It's In The Bag (Skirball)	Sept.
Guest Wife (Skirball)	Sept.
The Lady Vanishes (Hitchcock)	Sept.
Love Happy (Cowan)	Apr.
Africa Screams (Nassour)	Apr.
Algiers (Wanger)	Jan.
Champion (Kramer)	Apr.
Home Of The Brave (Kramer)	Apr.

Universal-International

(1953-54)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

401	The Glass Web (3-D)	Nov.
402	The Glass Web (2-D)	Nov.
403	Back To God's Country	Nov.

404	Veils Of Bagdad (SS)	Nov.
405	Tumbleweed	Dec.
406	Walking My Baby Back Home (1.85-1) (SS)	Dec.
407	Forbidden (1.85-1)	Jan.
408	War Arrow (1.85-1)	Jan.
409	Border River (2-1)	Jan.
410	Taza, Son of Cochise (3-D) (2-1) (SS)	Feb.
411	Taza, Son of Cochise (2-D) (2-1) (SS)	Feb.
412	The Glenn Miller Story (2-1) (SS)	Feb.
413	Ride Clear of Diablo (2-1)	Mar.
414	Soskatchewan (2-1)	Mar.
415	Creature From The Black Lagoon (3-D) (1.85-1)	Mar.
416	Creature From The Black Lagoon (2-D) (1.85-1)	Mar.
417	Yankee Pasha (2-1)	Apr.
418	Ma and Pa Kettle At Home (1.85-1)	Apr.
419	Rails Into Laramie (2-1)	Apr.
420	Playgirl (1.85-1)	May
421	Fireman Save My Child (1.85-1)	May
422	Drums Across The River (2-1)	June
423	Black Horse Canyon (2-1)	June
424	Johnny Dark (2-1)	July
425	Tanganyika (2-1)	Aug.
427	Francis Joins The Wacs (1.85-1)	Aug.
429	The Black Shield of Falworth (CS)	Sept.
430	Dawn at Socorro (2-1)	Sept.
431	Naked Alibi (1.85-1)	Oct.
432	The Yellow Mountain (2-1)	Oct.
433	Magnificent Obsession (2-1)	Aug.
435	West Of Zanzibar	Oct.
481	Genevieve	Feb.
482	Both Sides Of The Law	Jan.
483	Project M.7	Nov.
485	Always A Bride	June

(Reissues)

426	The Egg and I (1.85-1)	July
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Warners

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

301	Island In The Sky (1.66-1) (SS)	Sept.
302	The Diamond Queen	Nov.
303	The Moonlighter (3-D) (1.66-1)	Sept.
304	The Beggar's Opera (1.66-1)	Sept.
305	A Lion In The Streets (1.66-1)	Oct.
306	Blowing Wild (1.66-1) (SS)	Oct.
307	So Big (1.66-1)	Oct.
308	Crime Wave (1.66-1)	Mar.
311	Calamity Jane (1.75-1) (SS)	Nov.
312	Hondo (3-D) (1.85-1)	Jan.
313	Thunder Over The Plains (1.66-1)	Dec.
314	Three Sailors And A Girl (1.66-1)	Dec.
315	His Majesty O'Keefe (1.66-1)	Jan.
316	The Eddie Cantor Story (1.66-1)	Jan.
319	The Command (CS)	Feb.
320	The Boy From Oklahoma (1.66-1)	Feb.
321	Duffy Of San Quentin (1.66-1)	Mar.
322	Phantom Of The Rue Morgue (3-D) (1.85-1)	Mar.
323	Riding Shotgun (1.75-1)	Apr.
324	Lucky Me (CS)	Apr.
327	Dial M For Murder (1.85-1)	May
328	Them (1.85-1)	June
329	The High And The Mighty (CS)	July
330	Ring Of Fear (CS)	July
331	King Richard And The Crusaders (CS)	Aug.
332	Duel In The Jungle (1.85-1)	Aug.
347	The Command (2D)	Feb.
348	Phantom Of The Rue Morgue (2-D) (1.85-1)	Mar.
349	Hondo (2-D) (1.85-1)	Jan.
350	The Moonlighter (2-D) (1.66-1)	Jan.

(Reissues)

309	Key Largo	Nov.
310	Treasure Of The Sierra Madre	Nov.
317	Little Caesar	Feb.
318	Public Enemy	Feb.
325	A Girl For Joe (Force Of Arms)	May
326	Guy With A Grin (No Time For Comedy)	May

(1954-55)

401	Dragnet	Sept.
402	The Bounty Hunter	Sept.

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No. Release Date Title Rating Running Time Page Reviewed In Pink Section

Columbia

Two Reel COMEDIES

ALL-STAR (6)

6411	(Sept. 10)	Oh Say Can You Sue (Clyde)	F	16m.	3622
6412	(Oct. 29)	A-Hunting They Did Go (Quillan-Vernon)	F	16 1/2m.	3656
6413	(Nov. 26)	Down the Hatch (Mimmo)	F	17 1/2m.	3673
6414	(Jan. 7)	Doggie in the Bedroom (Quillan-Vernon)	F	16 1/2m.	3706
6415	(May 13)	Tooting Tooters (Clyde)	F	17m.	3773
6416	(June 17)	Two April Fools (Clyde)	F	16 1/2m.	3798

ASSORTED FAVORITE REPRINTS (6)

6421	(Sept. 17)	Wife Decoy (Herbert)	F	17m.	3614
6422	(Oct. 22)	Silly Billy (Burke)	F	18m.	3630
6423	(Dec. 17)	Strife of the Party (Vague)	B	16m.	3645
6424	(Feb. 11)	Oh, Babyl (Herbert)	F	18 1/2m.	3699
6425	(Mar. 11)	Two Nuts in a Rut (Schilling-Lane)	F	18m.	3706
6426	(Apr. 29)	She Snoops to Conquer (Vague)	F	17 1/2m.	3730

COMEDY FAVORITE RE-RELEASES (6)

6431	(Oct. 15)	Half Shot At Sunrise	F	16m.	3630
6432	(Nov. 12)	Meet Mr. Mischiefs	G	17 1/2m.	3638
6433	(Jan. 14)	Love at First Fright	F	16m.	3682
6434	(Feb. 25)	Get Along Little Hubby	F	19m.	3722
6435	(Mar. 4)	Slappily Married	F	16 1/2m.	3706
6436	(July 8)	Fiddling Around	G	17 1/2m.	3788

SERIALS (4)

6120	(Sept. 17)	The Great Adventures of Captain Kidd	G	15sep.	3615
6140	(Dec. 31)	Jungle Raiders (Reissue)	G	15sep.	3645
6160	(Apr. 15)	Gunfighters of the Northwest	F	15sep.	3739
6180	(July 29)	Batman (Reissue)	G	15sep.	3779

THE THREE STOOGES (8)

6401	(Sept. 3)	Rip, Sew and Stitch	F	17m.	3630
6402	(Oct. 8)	Bubble Trouble	F	16 1/2m.	3630
6403	(Dec. 3)	Goof on the Roof	F	16 1/2m.	3673
6404	(Feb. 4)	Income Tax Sappy	F	16 1/2m.	3706
6405	(Mar. 18)	Spooks (2-D)	G	15 1/2m.	3706
6406	(Apr. 15)	Pardon My Backfire (2-D)	E	16m.	3730
6407	(May 13)	Musty Musketeers	F	16m.	3758
6408	(June 3)	Pals and Gals	G	17m.	3773

THE THREE STOOGES (3-D)

6440	(Aug. 15)	Pardon My Backfire (One Reel)	E	16m.	3614
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CANDID MICROPHONES (5)

6551	(Sept. 10)	No. 1	F	10m.	3631
6552	(Dec. 10)	No. 2	F	9 1/2m.	3676
6553	(Feb. 18)	No. 3	G	10m.	3723
6554	(Mar. 18)	No. 4	F	10m.	3758
6555	(June 24)	No. 5	G	10m.	3806

COLOR FAVORITES (15)

(Technicolor) (Reissues)

6601	(Sept. 24)	Carnival Courage	F	7m.	3615
6602	(Oct. 8)	Fiesta Time	G	7 1/2m.	3631
6603	(Nov. 5)	Room and Bored	G	7 1/2m.	3639
6604	(Nov. 26)	A Boy, A Gun And Birds F	F	7m.	3639
6605	(Dec. 17)	Skeleton Frolic	F	7m.	3657
6606	(Jan. 7)	Tree For Two	G	7 1/2m.	3683
6607	(Feb. 11)	Way Down Yonder in the Corn	G	7 1/2m.	3683
6608	(Feb. 28)	Dog, Cat, and Canary	F	6m.	3707
6609	(Mar. 31)	The Egg Yegg	F	7 1/2m.	3707
6610	(May 13)	The Way of All Pests	G	7m.	3731
6611	(May 27)	Amoozin But Confoozin	F	8m.	3730
6612	(June 17)	A Cat, a Mouse, and a Bell	G	7m.	3747
6613	(June 24)	The Disillusioned Bluebird	B	7m.	3750
6614	(July 8)	Mr. Moocher	F	7m.	3783
6615	(July 22)	The Herring Murder Mystery	F	7m.	3783

MR. MAGOO (6)

(Technicolor)

6701	(Nov. 19)	Magoo Slept Here	G	7m.	3657
6702	(Mar. 11)	Magoo Goes Skiing	G	7m.	3722
6703	(July 22)	Kangaroo Courting	G	7m.	3798

MUSICAL SPECIAL (1)

7999	(.....)	Autumn in Rome	G	8m.	3750
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SCREEN SNAPSHOTS (10)

(Series 33)

6851	(Sept. 17)	Hollywood Stuntmen	G	10 1/2m.	3631
6852	(Oct. 22)	Hollywood Laugh Parade	G	10m.	3657
6853	(Nov. 19)	Men of the West	G	10m.	3676
6854	(Dec. 24)	Hollywood's Great Entertainers	F	10 1/2m.	3707

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6855	(Jan. 2)	Memories in Uniform	F	10 1/2m.	3715
6856	(Feb. 25)	Hollywood Stars to Remember	G	10m.	3720
6857	(Mar. 25)	Hollywood Goes to Mexico	F	10 1/2m.	3723
6858	(May 6)	Hula From Hollywood	F	10m.	3758
6859	(June 10)	Hollywood's Invisible Man			
6860	(July 15)	Hollywood Grows Up			
THRILLS OF MUSIC (6) (Reissues)					
6951	(Sept. 24)	George Towne and Orch.	F	10m.	3616
6952	(Nov. 26)	Boyd Raeburn and Orch.	G	10m.	3639
6953	(Dec. 24)	Claude Thornhill and Orch.	G	10m.	3646
6954	(Feb. 4)	Machito and Orch.	G	10m.	3699
6955	(Apr. 1)	Charlie Barnet and Orch.	G	10 1/2m.	3731
6956	(June 3)	Skitch Henderson and Orch.	G	10m.	3767
TOPNOTCHERS (2)					
6901	(Apr. 15)	Canine Crimebusters	G	10m.	3758
6902	May 27)	Push Back the Edge	G	10m.	3774
UPA ASSORTED CARTOONS (4) (Technicolor)					
6501	(Jan. 14)	Bringing Up Mother	E	7m.	3707
6502	(Feb. 11)	Ballet-Oop	E	7 1/2m.	3706
6503	(Apr. 8)	The Man on the Flying Trapeze	G	7m.	3758
6504	(June 17)	Fudget's Budget	E	7m.	3773
UPA CARTOON SPECIAL (2)					
6509	(Sept. 24)	A Unicorn In The Garden	E	7m.	3631
6510	(Dec. 17)	The Tell Tale Heart	E	8m.	3631
WORLD OF SPORTS (10)					
6801	(Sept. 24)	Assault and Mat-tery	F	10m.	3631
6802	(Oct. 15)	Hockey Thrills And Spills	F	9 1/2m.	3657
6803	(Nov. 12)	Snow Speedsters	F	10 1/2m.	3683
6804	(Dec. 17)	Battling Big Fish	F	11m.	3707
6805	(Feb. 18)	Gauchos Down Uruguay Way	G	10m.	3723
6806	(Mar. 25)	Tee Magic	G	10m.	3723
6807	(Apr. 22)	Racquet Wizards	F	9m.	3758
6808	(May 20)	World Soccer Champions	F	10m.	3774
6809	(June 24)	Diving Cavalcade	F	9m.	3806
6810	(July 29)	Target Tricksters			

MGM

One Reel

CARTOONS (16)

(Technicolor)

(T-J-Tom and Jerry)

W-531	(Sept. 5)	Just Ducky (T-J)	F	7m.	3615
W-532	(Sept. 26)	Half Pint Palomino (BB)	G	7m.	3639
W-533	(Oct. 17)	Two Little Indians (T-J)	G	7m.	3623
W-534	(Nov. 21)	Life With Tom (T-J)	G	8m.	3639
W-535	(Dec. 26)	The Three Little Pups	E	7m.	3646
W-536	(Jan. 23)	Puppy Tale (T-J)	G	7m.	3657
W-537	(Jan. 30)	Posse Cat (T-J)	F	7m.	3691
W-538	(Feb. 20)	Drag-A-Long Droopy	G	8m.	3682
W-539	(Mar. 20)	The Impossible Possum	F	7m.	3707
W-540	(Apr. 17)	Hic-Cup Pup (T-J)	F	6m.	3730
W-541	(May 8)	Billy Boy	E	6m.	3739
W-542	(May 29)	Little School Mouse (T-J)	F	7m.	3750
W-543	(June 19)	Sleepytime Squirrel	F	7m.	3798
W-544	(July 10)	Homesteader Droopy	G	7m.	3758
W-545	(July 31)	Bird-Brain Bird Dog	F	7m.	3798
W-546	(Aug. 14)	Baby Butch (T-J)	F	7m.	3798

(1954-55) (16)

W-631	(.....)	Mouse Follies (T-J)	G	7m.	3788
W-632	(.....)	Farm of Tomorrow	G	7m.	3798
(.....)	(.....)	Neapolitan Mouse (T-J)	G	7m.	3805

CINEMASCOPE MUSICALS

(Technicolor)

(.....)	Overture to the Merry Wives of Windsor	G	8 1/2m.	3673
(.....)	Poet and Peasant	G	9m.	3715
(.....)	The Jubilee Overture	E	9 1/2m.	3767
(.....)	The Thieving Magpie	G	9m.	3806
(.....)	The Strauss Fantasy			

FITZPATRICK TRAVELTALKS (8)

(Technicolor)

T-511	(Oct. 17)	Seeing Spain	G	8m.	3640
T-512	(Nov. 28)	In The Valley Of The Rhine	G	9m.	3667
T-513	(Dec. 26)	Looking at Lisbon	F	9m.	3683
T-514	(Feb. 13)	Glimpses of Western Germany	F	9m.	3715

(1954-55) (6)

(Reissues)

T-611	(.....)	Yosemite the Magnificent	E	9m.	3806
(.....)	(.....)	Grand Canyon, Pride of Creation			
(.....)	(.....)	Picturesque Patzcuaro			
(.....)	(.....)	Glazier Park and Waterton Lakes			
(.....)	(.....)	Mexican Police on Parade			
(.....)	(.....)	Mighty Niagara			

GOLD MEDAL REPRINT CARTOONS (8)

W-561	(Oct. 3)	Swing Shift Cinderella	G	8m.	3616
W-562	(Nov. 7)	Springtime for Thomas (T-J)	G	8m.	3622
W-563	(Dec. 5)	The Bear That Couldn't Sleep	G	9m.	3631
W-564	(Dec. 19)	Northwest Hounded Police	G	8m.	3666
W-565	(Jan. 9)	Milky Waif (T-J)	G	7m.	3646
W-566	(Feb. 6)	Uncle Tom's Cabana	G	8m.	3683
W-567	(Mar. 6)	Trap Happy (T-J)	G	7m.	3699
W-568	(Apr. 3)	Solid Serenade (T-J)	F	7m.	3707

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MUSICAL SPECIAL (1)					
		Capriccio Italian	G	10m.	3543
PETE SMITH SPECIALTIES (10)					
S-551	(Sept. 12)	It Would Serve 'Em Right	G	10m.	3623
S-552	(Oct. 10)	This Is A Living?	G	9m.	3623
S-553	(Nov. 7)	Landlording It	G	9m.	3623
S-554	(Dec. 5)	Things We Can Do Without	G	9m.	3639
S-555	(Jan. 2)	Film Antics	G	8m.	3623
S-556	(Feb. 6)	Aln't It Aggravatin'	G	8m.	3657
S-557	(Mar. 13)	Fish Tales (Technicolor)	G	8m.	3715
S-558	(Apr. 10)	Do Someone a Favor	F	8 1/2m.	3707
S-559	(May 8)	Out For Fun	G	10m.	3715
S-560	(June 12)	Safe At Home	G	8m.	3799

Paramount

Three Reel CALLING SCOTLAND YARD FEATURETTES (6)

(English-made)

5351	(Apr.)	Javanese Dagger	F	17m.	3730
5352	(Apr.)	Falstaff's Fur Coat	F	27m.	3736
5353	(Apr.)	The Missing Passenger	F	27m.	3736
5354	(Apr.)	The Final Twist	G	27m.	3730
5355	(Apr.)	The Sable Scarf	F	27m.	3736
5356	(Apr.)	Present For a Bride	G	27m.	3730

One Reel

CARTOON CHAMPIONS (6)

(Technicolor) (Reissues)

S13-1	(Oct. 2)	The We
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Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for RKO, Mickey Mouse Birthday Cartoon Reissues, and Walt Disney Cartoons.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for Republic, 20th Century-Fox, and Terrytoons.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for United Artists and Universal-International.

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
1103	(Nov. 21)	Spills For Thrills	E	18m.	3656
1104	(Apr. 3)	This Wonderful World	E	20m.	3753
1105	(May 29)	California Junior Symphony	G	16m.	3747
1106	(July 31)	This Was Yesterday	E	20m.	3811
One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)					
1301	(Sept. 12)	Old Glory	G	7m.	3603
1302	(Oct. 17)	Walky, Talky, Howky	G	7m.	3603
1303	(Nov. 7)	Birth of a Notion	F	7m.	3639
1304	(Nov. 28)	Eager Beaver	F	7m.	3639
1305	(Dec. 26)	Scent-imental Over You	G	7m.	3639
1306	(Feb. 6)	Of Fox And Hounds	E	7m.	3666
1307	(Feb. 27)	Roughly Squeaking	F	7m.	3666
1308	(Mar. 27)	Hobo Bobo	E	8m.	3699
1309	(Apr. 24)	Gay Anties	F	7m.	3722
1310	(June 5)	The Cat Came Back	G	7m.	3747
1311	(July 10)	One Meat Bowl	F	7m.	3766
1312	(July 24)	Along Came Daffy	F	7m.	3783
1313	(Aug. 14)	Mouse Menace	G	7m.	3788
BUGS BUNNY SPECIALS (8) (Technicolor)					
1723	(Oct. 3)	Duck, Rabbit, Duck	F	7m.	3615
1724	(Dec. 12)	Robot Rabbit	F	7m.	3639
1725	(Jan. 16)	Captain Hareblower	F	7m.	3666
1726	(Mar. 13)	Bugs and Thugs	G	7m.	3747
1727	(May 1)	No Parking Here	F	6 1/2m.	3739
1728	(July 24)	Bewitched Bunny	F	7m.	3812
1729	(June 19)	Devil May Hore	F	7m.	3798
1730	(Aug. 28)	Yankee Doodle Bugs (3-D)			
1740	(.....)	Lumber Jack-Rabbit	F	7m.	3622
CINEMASCOPE SPECIALS (WarnerColor)					
(.....)		Coney Island Holiday	G	8m.	3739
(.....)		Below the Rio Grande	G	10m.	3774
COLOR SPECIALS					
Aloha Nui (Vistaramo)			E	12m.	3624
JOE McDONAGH COMEDIES (5)					
1401	(Oct. 31)	So You Think You Can't Sleep	F	10m.	3639
1402	(Dec. 19)	So You Want To Be An Heir	F	10m.	3657
1403	(Jan. 30)	So You're Having Neighbor Trouble	F	11m.	3699
1404	(Mar. 13)	So You Want to Be Your Own Boss	F	8 1/2m.	3707
1405	(May 1)	So You Want to Go to a Night Club	F	10m.	3758
1406	(July 3)	So You Want to Be a Banker	F	10m.	3798
MELODY MASTER BANDS REISSUES (6)					
1801	(Oct. 3)	Desi Arnaz and Band	F	10m.	3603
1802	(Nov. 14)	Hal Kemp and Orch.	E	10m.	3639
1803	(Jan. 2)	Rhythm of the Rhumbo	G	9m.	3666
1804	(Feb. 27)	Songs of the Range	F	9m.	3699
1805	(Apr. 17)	Jammin' the Blues	E	10m.	3751
1806	(July 3)	Cavalcade of Dance	E	10m.	3767
MERRIE MELODIES (22) (Technicolor)					
1701	(Sept. 5)	A Street Cat Named Sylvester	E	6 1/2m.	3603
1702	(Sept. 19)	Zippering Along	F	7m.	3623
1703	(Oct. 17)	Easy Peckin's	F	7m.	3631
1704	(Oct. 31)	Catty Cornered	G	7m.	3646
1705	(Nov. 14)	Of Rice And Hen	G	7m.	3646
1706	(Nov. 28)	Cats A-Weigh	F	7m.	3646
1707	(Dec. 19)	Punch Trunk	G	7m.	3673

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
1708	(Jan. 2)	Dog Pounded	F	7m.	3699
1709	(Jan. 30)	I Gopher You	G	7m.	3699
1710	(Feb. 13)	Feline Frame-Up	G	6 1/2m.	3699
1711	(Feb. 20)	Wild Wife	F	6 1/2m.	3699
1712	(Feb. 27)	No Barking	F	7m.	3691
1713	(Mar. 27)	Design for Leoving	G	7m.	3750
1714	(Mar. 20)	The Cats Boh	G	7m.	3758
1715	(Apr. 17)	Bell-Hoppy	G	6 1/2m.	3739
1716	(May 8)	Dr. Jerkyll's Hide	F	7m.	3773
1717	(May 22)	Claws For Alarm	F	7m.	3773
1718	(June 5)	Little Boy Boo	G	7m.	3798
1719	(June 26)	Muzzle Tough	F	7m.	3812
1720	(July 10)	The Oily American	F	7m.	3812
1721	(Aug. 7)	Satan's Waitin'			
1722	(Aug. 14)	Stop, Look and Hasten			
THE SPORTS PARADE (10) (Technicolor)					
1501	(Sept. 19)	Royal Mounties	G	10m.	3631
1502	(Oct. 24)	Sea Sports Of Tahiti	G	10m.	3631
1503	(Jan. 16)	Born To Ski	G	10m.	3633
1504	(Dec. 12)	Arobians in the Rockies (Reissue)	G	10m.	3667
1505	(Feb. 20)	When Fish Fight	G	8 1/2m.	3699
1506	(Mar. 20)	Heart of a Champion	G	10m.	3751
1507	(Apr. 24)	Carnival in Rio	F	10m.	3758
1508	(June 26)	Off to the Races	F	10m.	3774
1509	(Aug. 7)	G. I. Holiday	G	10m.	3812
1510	(May 22)	Hunting Dogs at Work	F	10m.	3774
VITAPHONE VARIETIES (7)					
1601	(Sept. 5)	Hit 'Im Again	G	10m.	3631
1602	(Oct. 24)	Say It With Spills	G	10m.	3646
1603	(Dec. 26)	Magic Movie Moments	F	10m.	3691
1604	(Apr. 3)	I Remember When	E	10m.	3751
1605	(May 8)	Thrills From the Past	E	10m.	3774
1606	(June 19)	When Sports Were King	G	10m.	3806
1607	(Aug. 28)	Wild Boor Hunt			
Miscellaneous					
Agricultural News No. 11 (Color) (Artkino) F 18m. 3812					
America's Untapped Asset (United World) G 12 1/2m. 3659					
Anno Pavlovo Dances (Lewis) F 10m. 3783					
Athletic Stors (Color) (Artkino) F 24m. 3779					
Atom Goes to Sea, The (Bondy) G 10m. 3774					
Ballet Festival (NFB of Canada) F 10m. 3805					
Ballet of Degas (Color) (Union) G 10m. 3805					
Ben and Me (Technicolor) (Disney) E 21m. 3622					
Big Scot (Technicolor) (Wilding) G 13m. 3773					
Con-Can (Color) (Van Wolf) G 18m. 3698					
Caribbean (BIS) G 23m. 3805					
Chinese Exhibition (Color) (Artkino) F 19m. 3805					
Cinderella's Love Lesson (Eastman Color) (Fine Arts) G 8m. 3631					
Corral (National Film Board of Canada) G 11m. 3806					
Corroboree (Australian Tourist Bureau) F 10m. 3805					
Crow And The Fox, The-Cuckoo And The Cock, The (Color) (Artkino) F 11m. 3707					
Crucifixion (Meadow) G 14m. 3691					
Crystal and Glassware (Color) (Artkino) F 11m. 3783					
Fifty-first Dragon, The (Tech.) (UPA-Daggett) E 11m. 3773					
Figurehead, The (Color) (deRochemant) G 7m. 3806					
Fort McHenry (Hoffberg) F 10m. 3691					
Girl Behind The Curtain (Broadway Roadshows) F 8m. 3723					

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Glass Houses (Meadow)			G	27m.	3736
Glorious Lake Baikal, The (Artkino) (Magicolor)			F	20m.	3656
Glory of Goya (Manor)			F	10m.	3779
Going Places (Technicolor) (Handy)			G	9 1/2m.	3750
Guernica (Manor)			E	14m.	3805
Heart of Highland, The (Color) (Hoffberg)			G	20m.	3630
Henri Matisse (Manor)			G	23m.	3805
Howdy Doody and His Magic Hat (Color) (UPA-Kagan)			G	7m.	3758
In The Pamins (Artkino) (Sovcolor)			G	32m.	3656
Isaac and Rebecca (Color) (Cornell)			F	20m.	3645
Joy of Living, The (Lewis)			F	7m.	3805
Kilmainham Jail (Moyer-Kingsley)			F	27m.	3622
Life With Coesar (Moyer-Kingsley)			G	16m.	3699
Little Greyneck (Color) (Artkino)			F	20m.	3773
Long Flight, The (BIS)			G	17m.	3713
Look Who's Driving (Technicolor) (Aetna)			E	8m.	3691
Love For Sale (3-D) (Union)			F	10m.	3699
Mald In The Hay (Union)			F	19m.	3602
Martin and Gaston (Color) (Brest)			E	10m.	3715
May Day Parade, The (Artkino)			F	10m.	3788
Mountain of Fire (Color) (IFE)			G	9m.	3739
Once Upon a Day (Color) (Manor)			F	20m.	3699
One Plane, One Bomb (Civil Defense)			E	20m.	3622
Open Window, The (BIS)			G	17 1/2m.	3713
Operation Hurricane (BIS)			E	27m.	3722
Pointed Fox, The (Color) (Artkino)			F	12m.	3707
Poland 1953 Part IV (Artkino)			F	21m.	3706
Price of Liberty, The (COMPO)			G	10 1/2m.	3715
Prince For Cynthia, A (Meteor)			F	26m.	3706
Prince Philip (Stratford)			G	28m.	3730
Return to Glennascaul (Mayer-Kingsley)			G	26m.	3698
Rodin, Master Sculptor (Manor)			G	23m.	3805
St. Patrick's Day Parade (Color) (Celtic)			F	18m.	3788
Siena, City of the Palio (IFE) (Color)			G	12m.	3624
Solar Eclipse, The (Artkino) (Sovcolor)			G	20m.	3639
Song Without Words (IFE)			E	12m.	3623
Soviet Sport No. 7 (Artkino)			F	10m.	3751
Spanish Gypsies (Hoffberg)			F	10m.	3805
Sunday By The Sea (Arlan)			E	13 1/2m.	
Surprise Peaks At Hollywood (Bell)			F	10m.	3667
Telephone Goes To Camp, The (Bell Telephone)			G	13m.	3623
Timber-r-r (Color) (Bell)			F	6m.	3715
Toot, Whistle, Plunk, And Boom (Technicolor) (Cinemascope) (Disney)			E	10m.	3623
Turpin-Olson Fight (Int. Boxing Club)			G	21 1/2m.	3639
USSR Today No. 1 (Artkino)			F	10m.	3723
USSR Today No. 5 (Artkino)			F	10m.	3751
USSR Today No. 16 (Artkino)			F	11m.	3806
USSR Today No. 18 (Artkino)			G	10m.	3624
USSR Today No. 22 (Artkino)			F	17m.	3631
USSR Today No. 26 (Artkino)			F	11m.	3640
USSR Today No. 31 (Artkino)			F	10m.	3691
USSR Today No. 34 (Artkino)			F	10m.	3707
Valentin Serov (Color) (Artkino)			F	10m.	3706
Willie, The Operatic Whale (Technicolor) (Buena Vista-Disney)			E	20m.	3805
Where Is Anabel (Bell)			F	19m.	3666
Witch Doctor (Manor)			G	9m.	3805
World At Your Feet, The (Tech.) (National Film Board of Canada)			E	9m.	3646
World Skating Championship (Artkino)			F	10m.	3631
Yugoslav Folk Dances (Color) (Yugoslov)			F	20m.	3805

Alphabetical Guide

(Continued from page 3820)

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Table listing movies under 'N' column, including titles like 'NAKED ALIBI' and 'NAKED JUNGLE'.

Table listing movies under 'O' column, including titles like 'ON THE BANKS OF THE VOLGA' and 'ON THE WATERFRONT'.

Table listing movies under 'P' column, including titles like 'PAID TO KILL' and 'PARATROOPER'.

Table listing movies under 'Q' column, including titles like 'QUEEN IN AUSTRALIA' and 'QUEEN OF SHEBA'.

Table listing movies under 'R' column, including titles like 'RACHEL AND THE STRANGER' and 'RACING BLOOD'.

Table listing movies under 'R' and 'S' columns, including titles like 'RED RIVER SHORE' and 'RETURN OF THE PLAINSMAN'.

Table listing movies under 'S' column, including titles like 'SAADIA' and 'SABRE JET'.

Table listing movies under 'S' column, including titles like 'SCUDDA-HOO! SCUDDA-HAY!' and 'SEA AROUND US'.

Table listing movies under 'S' column, including titles like 'STRANGER ON THE PROWL' and 'STRANGER WORE A GUN'.

Table listing movies under 'T' column, including titles like 'TAKE THE HIGH GROUND' and 'TALL IN THE SADDLE'.

Table listing movies under 'U' column, including titles like 'UNCLE WILLIE'S BICYCLE SHOP' and 'UNCONQUERED'.

Table listing movies under 'V' column, including titles like 'VALLEY OF THE HEADHUNTERS' and 'VALLEY OF THE KINGS'.

Table listing movies under 'W' column, including titles like 'WALKING MY BABY BACK HOME' and 'WAR ARROW'.

Table listing movies under 'Y' column, including titles like 'YANK IN THE RAF' and 'YANKEE PASHA'.

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

ALPHABETICAL GUIDE
To 552 Features Reviewed
Since The Sept. 9 Issue

(This index covers features reviewed thus far during the 1953-54 season in addition to features of the 1952-53 season reviewed after the issue of Sept. 9, 1953.—Ed.)

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BIG HEAT, THE—90m.—Columbia.....	3609
BIGAMIST, THE—79m.—Filmakers.....	3665
BITTER CREEK—74m.—Allied Artists.....	3701
BLACK EAGLE, THE STORY OF A HORSE—76m.—Columbia.....	3753
BLACK GLOVE, THE—84m.—Lippert.....	3709
BLACK HORSE CANYON—81 1/2m.—U-I.....	3764
BLACK SHIELD OF FALWORTH, THE—99m.—U-I.....	3803
BLACKOUT—87m.—Lippert.....	3717
BLESSED ARE THEY—63m.—Weiss.....	3691
BLOWING WILD—89 1/2m.—Warners.....	3613
BODY SAID NO, THE—77m.—Hyams-Kromer.....	3664
BOMBAY WATERFRONT—71m.—Union.....	3704
BORDER CITY RUSTLERS—54m.—Allied Artists.....	3685
BORDER RIVER—80m.—U-I.....	3680
BOTANY BAY—94m.—Paramount.....	3618
BOTH SIDES OF THE LAW—93 1/2m.—U-I.....	3680
BOWERY BOYS MEET THE MONSTERS, THE—65 1/2m.—Allied Artists.....	3761
BOY FROM OKLAHOMA, THE—88m.—Warners.....	3697
BRIGADOON—108m.—MGM.....	3810
BROKEN LANCE—96m.—20th-Fox.....	3795
BULLET IS WAITING, A—82m.—Columbia.....	3809
BWANGA BWANGA—53m.—Famous.....	3713
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CADDY, THE—95m.—Paramount.....	3597
CAINE MUTINY, THE—125m.—Columbia.....	3769
CALAMITY JANE—101m.—Warners.....	3637
CAPTAIN KIDD AND THE SLAVE GIRL—83m.—UA.....	3763
CAPTAIN JOHN SMITH AND POCAHONTAS—76m.—UA.....	3654
CAPTAIN SCARFACE—72m.—Astor.....	3641
CAPTAIN SCARLETT—75m.—UA.....	3618
CAPTAIN'S PARADISE, THE—78m.—UA.....	3629
CARETAKER'S DAUGHTER, THE—88m.—Beverly.....	3601
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CAROLINE CHERIE—115m.—Davis.....	3772
CASANOVA'S BIG NIGHT—86m.—Paramount.....	3710
CASPIAN STORY—52m.—Artkino.....	3811
CAT WOMEN OF THE MOON—64m.—Astor.....	3694
CAVALLERIA RUSTICANA—60m.—Actor.....	3685
CEASE FIRE—75m.—Paramount.....	3642
CHALLENGE THE WILD—69m.—UA.....	3771
CHAMP FOR A DAY—90m.—Republic.....	3611
CHAMPION—99m.—UA.....	3734
CHARGE OF THE LANCERS—74m.—Columbia.....	3669
CHINA VENTURE—83m.—Columbia.....	3594
CHUK AND GEK—52m.—Artkino.....	3704
CITY STORY—44m.—Bowers.....	3747
COMBAT SQUAD—72m.—Columbia.....	3617
COMMAND, THE—94m.—Warners.....	3697
CONQUEST OF COCHISE—70m.—Columbia.....	3594
CONQUEST OF CONSTANTINOPLE, THE—95m.—Dogu.....	3746
CONQUEST OF EVEREST, THE—79m.—UA.....	3664
CORNER CREEK—90m.—Columbia.....	3785
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CRAZYLEGS, ALL-AMERICAN (Crazylegs)—87m.—Republic.....	3621
CREATURE FROM THE BLACK LAGOON—79m.—U-I.....	3703
CRIME WAVE—74m.—Warners.....	3681

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CRIMSON FLOWER, THE—44m.—Artkino.....	3796
CROSSED SWORDS—83m.—UA.....	3803
CRUISIN' DOWN THE RIVER—81m.—Columbia.....	3594
CRY OF THE CITY—95m.—20th-Fox.....	3718
D	
DANGEROUS MISSION—75m.—RKO.....	3710
DARING CIRCUS YOUTH—72m.—Artkino.....	3704
DAUGHTERS OF DESTINY—105m.—Arlan.....	3804
DAWN AT SOCORRO—80 1/2m.—U-I.....	3796
DEATH IS A MOCKERY—73m.—Reolart.....	3673
DECAMERON NIGHTS—85m.—RKO.....	3626
DEMETRIUS AND THE GLADIATORS—101m.—20th-Fox.....	3770
DESIRES—97m.—Grand Prize.....	3804
DESPERADO, THE—79m.—Allied Artists.....	3793
DESPERATE MOMENT—88m.—U-I.....	3600
DESTINATION MATRIMONY—96m.—IFE.....	3686
DEVIL'S CANYON—92m.—RKO.....	3598
DIAL M FOR MURDER—105m.—Warners.....	3745
DIAMOND QUEEN, THE—80m.—Warners.....	3601
DIAMOND WIZARD, THE—83m.—UA.....	3795
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DRAGNET—89m.—Warners.....	3810
DRAGONFLY SQUADRON—83m.—Allied Artists.....	3693
DRAGON'S GOLD—70m.—UA.....	3696
DREAMS OF LOVE—100m.—Davis.....	3779
DRIVE A CROOKED ROAD—82m.—Columbo.....	3709
DRUMS ACROSS THE RIVER—78m.—U-I.....	3755
DRUMS OF TAHITI—73m.—Columbia.....	3669
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EDGE OF DIVORCE—83m.—Kingsley International.....	3797
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EL ALAMEIN—67m.—Columbia.....	3662
EL PASO STAMPEDE—54m.—Republic.....	3627
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FANFAN, THE TULIP—96m.—UA.....	3643
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FIGHTER ATTACK—80m.—Allied Artists.....	3653
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FIGHTING MEN, THE—63m.—Lippert.....	3687
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5,000 FINGERS OF DR. T, THE—67m.—Columbia.....	3594
FIREMAN, SAVE MY CHILD—80m.—U-I.....	3745
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FLAME OF CALCUTTA—70m.—Columbia.....	3595
FLAMENCO—77m.—Lewls.....	3772
FLAMES OF LOVE—82m.—IFE.....	3662
FLIGHT NURSE—90m.—Republic.....	3635
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FOLLOW THE FLEET—80m.—RKO.....	3610
FOLLY TO BE WISE—91m.—Fine Arts.....	3690
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FRENCH LINE, THE—102m.—RKO.....	3679
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GAMBLER FROM NATCHEZ, THE—88m.—20th-Fox.....	3802
GARDEN OF EVIL—100m.—20th-Fox.....	3786
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GENTLE GUNMAN, THE—85m.—U-I.....	3619
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HELL RAIDERS OF THE DEEP—93m.—IFE.....	3753
HELLO ELEPHANT—83m.—Davis.....	3629
HELL'S HALF ACRE—91m.—Republic.....	3695
HER TWELVE MEN—91m.—MGM.....	3777
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HIGHWAY DRAGNET—70m.—Allied Artists.....	3685
HIS LAST 12 HOURS—89m.—IFE.....	3702
HIS MAJESTY, O'KEEFE—92m.—Warners.....	3681
HOBSON'S CHOICE—107m.—UA.....	3764
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HOLLYWOOD NIGHTS—69m.—Union.....	3698
HOLLYWOOD THRILL-MAKERS—60m.—Lippert.....	3694
HOME OF THE BRAVE—85m.—UA.....	3734
HONDO—83m.—Warners.....	3655
HONKY TONK BURLESQUE (Girl on the Run)—62m.—Astor.....	3709
HORSE'S MOUTH, THE—71m.—Mayer-Kingsley.....	3705
HOT NEWS—60 1/2m.—Allied Artists.....	3617
HOUSE OF THE ARROW, THE—73m.—Strotford.....	3705
HOW TO MARRY A MILLIONAIRE—96m.—20th-Fox.....	3643
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INDISCRETION OF AN AMERICAN WIFE—63m.—Columbia.....	3733
INNOCENTS IN PARIS—103m.—Cardinal.....	3629
INSPECTOR GENERAL, THE—128m.—Artkino.....	3772
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IRON GLOVE, THE—77m.—Columbia.....	3725
IRON MASK, THE—72m.—Lippert.....	3642
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ISLE OF THE DEAD—72m.—RKO.....	3599
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IT SHOULD HAPPEN TO YOU—87m.—Columbia.....	3686
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JACK SLADE—90m.—Allied Artists.....	3633
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JOHN WESLEY—77m.—Methodist Church—Rank.....	3736
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JOHNNY GUITAR—110m.—Republic.....	3743
JOLSON STORY, THE—122m.—Columbia.....	3741
JOURNEY TO LOVE—95m.—IFE.....	3637
JUBILEE TRAIL—103m.—Republic.....	3688
JUNGLE GENTS—64m.—Allied Artists.....	3801
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KETO AND KOTE—87m.—Artkino.....	3736
KEY LARGO—101m.—Warners.....	3628
KEYS OF THE KINGDOM, THE—137m.—20th-Fox.....	3663
KHAMISHIA—FIVE TALES FROM ISRAEL—110m.—Israel-American.....	3756
KHYBER PATROL—71m.—UA.....	3810
KIDNAPPERS, THE (Little Kidnappers, The)—93m.—UA.....	3772
KILLER APE—68m.—Columbia.....	3653
KILLERS FROM SPACE—71m.—RKO.....	3695
KING OF THE KHYBER RIFLES—100m.—20th-Fox.....	3671
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LA FAVORITA—78m.—IFE.....	3637
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LAST OF THE PONY RIDERS—59m.—Columbia.....	3625
LAST POSSE, THE—73m.—Columbia.....	3595
LAUGHING ANNE—90m.—Republic.....	3743
LAW VS. BILLY THE KID, THE—73m.—Columbia.....	3794
LEO TOLSTOY—43m.—Artkino.....	3729
LE PLAISIR—90m.—Mayer-Kingsley.....	3765
LET'S DO IT AGAIN—95m.—Columbia.....	3595
LIFE IN THE ARCTIC—63m.—Artkino.....	3620
LIMPING MAN, THE—76m.—Lippert.....	3678
LION IS IN THE STREETS, A—88m.—Warners.....	3613
LITTLE BOY LOST—95m.—Paramount.....	3598
LITTLE CAESAR—80m.—Warners.....	3697
LITTLE FUGITIVE—75m.—Burstyn.....	3630
LITTLE KIDNAPPERS, THE—see Kidnappers, The.....	3621
LIVING DESERT, THE—71m.—Buena Visto-Disney.....	3742
LIVING IT UP—95m.—Paramount.....	3742
LONE GUN, THE—73m.—UA.....	3728
LONELY NIGHT, THE—68m.—Mayer-Kingsley.....	3729
LONG, LONG TRAILER, THE—96m.—MGM.....	3679
LONG WAIT, THE—93m.—UA.....	3745
LOOPHOLE—80m.—Allied Artists.....	3693
LOST PATROL, THE—73m.—RKO.....	3778
LOUISIANA TERRITORY—47m.—RKO.....	3627
LOVERS OF TOLEDO, THE—75m.—Hakim.....	3736
LUCKY FIVE, THE—85m.—IFE.....	3653
LUCKY ME—100m.—Warners.....	3735
LURE OF THE SILA—74m.—IFE.....	3678
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MA AND PA KETTLE AT HOME—81m.—U-I.....	3712
MAD MAGICIAN, THE—72m.—Columbia.....	3717
MADAME DE... (Earrings of Madame D, The)—105m.—Arlan.....	3705
MAGNIFICENT OBSESSION—108m.—U-I.....	3755
MAKE HASTE TO LIVE—90m.—Republic.....	3727
MALTA STORY—98m.—UA.....	3796
MAN BETWEEN. THE—97 1/2m.—UA.....	3643
MAN CRAZY—79m.—20th-Fox.....	3671
MAN FROM CAIRO, THE—82m.—Lippert.....	3654
MAN IN HIDING—79m.—UA.....	3644
MAN IN THE ATTIC—82m.—20th-Fox.....	3672
MAN OF CONFLICT—71m.—Atlas.....	3638
MAN WITH A MILLION—90m.—UA.....	3764
MARRY ME AGAIN—72 1/2m.—RKO.....	3610
MASSACRE CANYON—66m.—Columbia.....	3733
MAXIMKA—65m.—Artkino.....	3638
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Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JULY Return From The Sea N. Brand, J. Sterling The Wicked G. Johns (English-made)	JULY Indiscretion Of An American Wife J. Jones, M. Cliff, G. Cervi (Made in Italy) Hell Below Zero A. Ladd, B. Sydney, J. Teitel (Technical) The Outlaw Stallion P. Carey, D. Patrick (Technical) The Caine Mutiny H. Bogart, J. Ferrer, V. Johnson, F. MacMurray (Technical) (Special release)	JULY River Beat P. Kirk, J. Bentley (English-made)	JULY Valley Of The Kings R. Taylor, E. Parker (Made in Egypt) (Eastman Color) Gone With The Wind (Reissue) (Technical)	JULY Knock On Wood D. Kaye, M. Zetterling (Technical) The Greatest Show On Earth (Reissue)	JULY Susan Slept Here D. Powell, D. Reynolds (Technical) Gunga Din The Last Patrol (Reissues) Hans Christian Andersen D. Kaye, Jeanmarie (Technical) (Galdwyn)	JULY Laughing Anne W. Carey, M. Lockwood, F. Tucker (Technical) (Made in England)	JULY Garden Of Evil G. Cooper, S. Hayward, R. Widmark (Technical) (CinemaScope) Gambler From Natchez D. Robertson, D. Paget (Technical) The Royal Tour Of Queen Elizabeth And Philip (Color) (CinemaScope)	JULY Apache B. Lancaster, J. Peters (Technical) (Hecht-Lancaster) The Lawless Rider J. Carpenter, F. Darro, D. Dumberille (Carpenter) Return To Treasure Island D. Addams, T. Hunter (Pathecolor) (Pollexfen) Adventures Of Robinson Crusoe D. O'Herilly, J. Fernandez (Pathecolor) (Made in Mexico) (Dancigers-Ehrlich)	JULY Johnny Dark T. Curtis, P. Laurie (Technical) Tanganyika V. Heflin, R. Roman (Technical) The Egg and I (Reissue)	JULY The High and The Mighty J. Wayne, L. Day, C. Trevor (WarnerColor) (CinemaScope) Ring Of Fear P. O'Brien, M. Spillane, C. Beatty (WarnerColor) (CinemaScope)
AUGUST Security Risk J. Ireland, D. Malone Killer Leopard J. Sheffield, B. Garland	AUGUST Coroner Creek Gunfighters (Reissues) Pushover F. MacMurray, P. Carey, K. Novak The Law vs. Billy the Kid S. Brady, B. St. John (Technical)	AUGUST Thunder Pass D. Clark, D. Patrick, A. Devine	AUGUST Her Twelve Men G. Garson, R. Ryan, (AnsoColor) (Print by Technical) Seven Brides For Seven Brothers H. Keel, J. Powell (CinemaScope) (AnsoColor)	AUGUST About Mrs. Leslie S. Booth, R. Ryan, M. Millar Living It Up D. Martin, J. Lewis, J. Leigh (Technical) Rear Window J. Stewart, G. Kelly, W. Carey (Technical)	AUGUST This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathecolor)	AUGUST Make haste To Live D. McGuire, S. McNally, M. Murphy	AUGUST Broken Lance S. Tracy, R. Widmark, K. Jurado, R. Wagner, J. Peters (CinemaScope) (Color by Deluxe) The Raid V. Heflin, A. Bancroft (Technical)	AUGUST Crossed Swords E. Flynn, G. Lallobrigida (Pathecolor) (Mahan-Vassarotti) (Made in Italy) Down Three Dark Streets B. Crawford, R. Roman (Gardner-Levy) The Diamond Wizard D. O'Keefe, M. Sheridan (Pallos) (English-made) Malta Story A. Guinness, J. Hawkins (De Sarigny) (English-made) Victory at Sea (NBC Film Division) (Documentary)	AUGUST Magnificent Obsession J. Wyman, R. Hudson, B. Rush (Technical) Francis Joins The WACS D. O'Connor, J. Adams, C. Wills	AUGUST Duel In The Jungle D. Andrews, J. Crain, D. Farrar (Technical) (Made in South Africa and England) King Richard And The Crusaders R. Harrison, V. Mayo, L. Harvey, G. Sanders (WarnerColor) (CinemaScope)
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland The Human Jungle G. Merrill, J. Sterling	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technical) The Black Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technical) Human Desire G. Ford, G. Grahame, B. Crawford	SEPTEMBER The Unholy Four P. Goddard Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe)	SEPTEMBER Sabrina A. Hepburn, H. Bogart, W. Holden	SEPTEMBER Every Girl Should Be Married The Window (Reissues) Passion C. Wilde, Y. DeCarlo (Technical) (SuperScope)	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Technical) (CinemaScope) A Woman's World C. Webb, F. MacMurray, J. Allynson (Technical) (CinemaScope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Bassler) Khyber Patrol R. Egan, D. Addams, (Color) (World) The Golden Mistress J. Agar, R. Bowe (Technical) (Kay-Ryan) Jesse James P. Castle, J. Beutel, D. Barry (Technical) (Panorama)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technical) The Black Shield Of Falworth T. Curtis, J. Leigh (Technical) (CinemaScope)	SEPTEMBER Dragnet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Dorn, M. Windsor (WarnerColor)	

OBSERVATIONS
Sept. 6—Labor Day
Sept. 28-29—Rosh Hashanah

MOON PHASES

1 Quarter	2 Full	3 Last	4 New
6	14	20	28
5	12	19	26
	11	18	24

At the request of a midwestern drive-in owner, MOTION PICTURE EXHIBITOR is adding information concerning phases of the moon to its list of services. Drive-in operators should find it advantageous to book color films during a full moon. The accompanying chart applies to the central time zone, with slight adjustments necessary for east and west.

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MOTION PICTURE

EXHIBITOR

SEPTEMBER 1, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



Exhibitors Form Distribution Unit

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Allied Board Suggests Appeal To Congress

(page 23)

AND FEATURING: STUDIO SURVEY

← Russell Downing, left, managing director, Radio City Music Hall, New York, discusses VistaVision with Y. Frank Freeman, Paramount vice-president. "White Christmas," first in VV, will open there.



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SEPTEMBER 1, 1954
VOLUME 52 NUMBER 18

A SALUTE TO ALL OF OUR FUTURES

ANYONE WHO HAS TALKED informally about "picture business" with theatre employes, theatre owners, newspapermen, columnists, or the admission purchasing public, during recent weeks, must feel the tremendous lift this industry is experiencing from the current generous supply of good entertainment. A lift like this doesn't come from one picture, two pictures, or three pictures. There had to be a whole raft of shows, appealing to a great number of different tastes, and sending a whole host of different tongues out to tell their neighbors what great pictures they had seen.

There is no question about it: "Movics *are* better than ever!" and this time the public knows it!

Around the Labor Day corner, when the big TV shows return to the air, for the first time in TV history the pressure is on our esteemed contemporary. The novelty of a new medium is over, B pictures are now TV's exclusive property, once-a-week comedians are seldom funny, and even tremendous advertising budgets can't approach Hollywood when it is playing for keeps. There will always be a TV audience. But movie audiences will be bigger than ever.

With a well deserved bow to the new technical achievements that brought the public back, it took entertainment to keep them coming. And in entertainment, the studios of many producing companies did their part.

On this occasion of Paramount's "A Salute to the Future," we would like to direct the spotlight on them. Barney Balaban, Frank Freeman, and the other executive heads of this great company were early in recognizing that, while technical improvements would capture public interest, the future rested on entertainment. With this firmly in mind and with the first upturn at the boxoffice they dug in with a will, and the contributions Paramount made loom large in the ultimate success story. "Living It Up," "Knock On Wood," "Rear Window," "Sabrina," "About Mrs. Leslie," and "Naked Jungle" are six of their dough shows in the current release wave; and their fall and winter lineup is one of the strongest in the industry.

No less than 14 out of their announced 15 coming productions are in the potentially "big" category, and that 15th could well be a science "sleeper." Big story properties, big casts, 13 in Technicolor, and all aimed at big

boxoffice grosses. This will be Paramount's offering to a continued prosperity. This is their development of the entertainment essentials that seem to make their salute to the future a well founded vote of confidence in themselves.

VistaVision is coming too, as their contribution to technical improvements in production, and its result will be observed with interest.

To summarize, it could very well be paraphrased that: "Paramount movies *are* better than ever!"

A salute to all of our futures!

WAKE UP, HOLLYWOOD!

ACROSS THE U. S. A., without regard to Canada and elsewhere, there are now between 4,000 and 5,000 of the better, higher-admissioned theatres completely equipped for wide-screen and stereophonic sound. The investment has been great, and thanks to Mr. Skouras and CinemaScope with its magnetic multiple tracks, has been normally profitable.

Available now in good quantities, from eight different manufacturers in the U. S. A. alone, are what are known as Perspecta sound integrators, which would permit theatres to take advantage of their stereophonic sound installations on many more pictures, thereby increasing their boxoffice potential, if producers would make prints available with the Perspecta frequency track in addition to the regular optical sound track.

We have no desire to argue the superiority of magnetic over optical sound tracks. We do want to point out that the magnetic installations have opened an additional opportunity to better present normal, non-magnetic shows. Better presentations will help to keep today's crowds coming.

Let's get on with it, Hollywood! Time is a'wastin'!

NICE JOB

SOME FRESH, new thinking by distributors in the creation of helpful material for their theatre customer's use is always welcome.

A current example of such thinking is the nicely organized little handbook, "CHECK-LIST For a Box Office Smash," which Buena Vista is circularizing on their current picture, Disney's "The Vanishing Prairie."

Jay Emanuel

CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Sam E. Morris, retired Warners executive, dies on the west coast (page 9).

Distribution

Paramount "Salutes the Future" and celebrates its 40th anniversary by announcing release schedule of top films featuring the bow of VistaVision (pages 8 and 9).

Exhibition

Thirty exhibitors finance new distribution firm, headed by Fred Schwartz, Century Theatres' president (pages 7 and 30).

RKO Theatre managers meet in New York and discuss CinemaScope demonstration (page 10).

Financial

20th-Fox six months' report shows large increase in net earnings over last year's figures (page 6).

Eastman Kodak announces increased earnings thanks to tax cut (page 30).

International

Drive-In construction continues heavy in Canada; Canadian Pioneers seek money for charity work; and a tax threatens Manitoba exhibitors (page 10).

Legal

The Department of Justice okes AB-PT participation in Makelim Plan (page 7).

RKO files three suits against Massachusetts censorship laws (page 7).

U.S. Appeals Court in Louisville, Ky., declares coded tickets illegal (page 8).

New York exhibitors seek recognition as plaintiffs in tax repeal effort through MPPTA and ITOA (page 26).

Mel Konecuff

An interview with Michael Curtiz, director, "The Egyptian"; a few words in defense of happy endings; and other metropolitan matters come in for attention (pages 6 and 30).

Organizations

Illinois TOA unit raps distributors' sales policies (page 10).

National Allied Board forms "Emergency Defense Committee" to seek Government intervention in disputes with distribution (page 23).

Don Schultz is elected president, West Virginia Allied unit (page 23).

Jack Farr will head the Texas Drive-In Association (page 23).

Walter Reade, Jr., TOA head, announces co-chairmen for the organization's forthcoming convention (page 26).



Eugene S. Gregg was recently elected president, Westrex Corporation, succeeding Frederick W. Bierwirth, who retires under the age retirement rule. Since 1941, Gregg has been vice-president and general manager of the corporation, a Western Electric theatre equipment subsidiary.

NEW YORK By Mel Konecuff

MICHAEL CURTIZ, director of "The Egyptian" among others, was in recently primarily to promote the film, we presume. However, he was willing to talk about industry matters in general without too much pressing so we learned that Hollywood producers are faced with:



KONECOFF

(1) A paucity of stories, good ones, that is.

(2) The need to produce a number of quality pictures, which he claimed is the only way to beat TV.

(3) A shortage of top talent, with what is available asking extremely high prices.

Curtiz, at the moment, is probably the only director in Hollywood who can boast of having completed pictures in both VistaVision and in CinemaScope, and when we asked his opinion on the media, he sat on the fence and opined that both would "shake audiences up" and that both are wonderful for outdoor stories or spectacles, but neither is of much value when it comes to intimate films or scenes. He did admit that the ratio of 1.85 to 1 to be found in VistaVision gives it an edge over CinemaScope (2.55 to 1) because of its height. He recently completed "White Christmas" for Paramount in VV.

The director recently signed a five-year contract with Paramount on a salary basis, he not being too much of an advocate of the percentage system since he once had a percentage deal at Warners several years ago under which he made eight features and lost money. He just completed "We're No Angels" for Paramount and will start "The Vagabond King" soon for them with Mario Lanza in the lead, providing the latter can lose 100 pounds. Another feature on his future schedule calls for a re-make of "The Covered

Latest Bulletins

(Developments At Press Time)

20th Fox Earnings Increase For Half-Year

NEW YORK—It was announced last week that the consolidated net earnings for 20th Century-Fox and subsidiary companies for the half year ended on June 26 amounted to \$3,096,545 equal to \$1.17 per share on 2,644,486 common shares outstanding. Earnings for the comparable 1953 period were \$158,309, equal to \$.06 per share of the outstanding stock. Net earnings for the second quarter of this year were \$1,048,515 compared to net loss of \$865,656 last year.

Wagon" next March or April, also in the VistaVision process.

Curtiz reported that casting a picture today was a problem because the public demands that at least one or two top stars appear in a film before they pay at the boxoffice to see same, and the number of these personalities is limited either because of commitments or because of exorbitant amounts asked for participation in a film. Therefore, it would be to Hollywood's interest to try and develop more and more promising talent. He tries to use newcomers that show promise whenever possible, and he recalled that he discovered such stars as Errol Flynn, John Garfield, Doris Day, and many others simply because they looked promising.

Curtiz, who directed Darryl Zanuck's first production for him, "The Million Dollar Bid," back in 1929, also directed the producer's latest, "The Egyptian," and one of the oddities of the assignment was that he never got to see the finished film until he saw it at the Roxy the other night when it had a gala premiere. The film was turned out at top speed because other companies started to make films with Egyptian backgrounds and Zanuck wanted to be out first. It took him 70 days to actually shoot the film after 15 months of pre-production planning, and the cost was close to five millions.

A very interesting guy.

GLORY DEPT.: This business is really different. It breeds critics.

Paying customer critics are one thing. It's the other kind that gripes us—the ones that take a swipe at the industry, its product, or its personnel for personal or institutional glory in the part of the press that eagerly awaits anything that is anti-Hollywood.

Falling into the latter category is something called "The Episcopal Churchnews," which we presume is the house organ of the Episcopalian Church, and which last week released to the press via a public relations organization a blast at American movies and their makers.

Its motion picture editor, William Miller, feels that American movies are produced by and for people who are unwilling to face up to life and that Hollywood and audiences want happy

(Continued on page 30)

Exhibitors Form New Distribution Firm

Broadway Revels As Business Booms

NEW YORK—Led by Radio City Music Hall and the Roxy, business in the Broadway first-runs was running above average for this time of year and weekend business indicated that the strong attractions should pull better than any recent pre-Labor Day holiday period.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"KING RICHARD AND THE CRUSADERS" (Warners). Paramount was down to \$35,000 on the second session.

"THE EGYPTIAN" (20th-Fox). Roxy reported \$103,000 for Wednesday through Sunday, with the opening week sure to top \$130,000.

"SEVEN BRIDES FOR SEVEN BROTHERS" (MGM). Radio City Music Hall, with stage show, continued at a great pace, garnering \$101,000 from Thursday through Sunday, with \$167,000 in sight for the sixth week.

"LIVING IT UP" (Paramount). Criterion anticipated the sixth week at \$22,000.

"REAR WINDOW" (Paramount). Rivoli expected the fourth week to hit \$41,000.

"SHIELD FOR MURDER" (UA). Globe hoped for a \$9,000 first week.

"APACHE" (UA). Mayfair reported \$12,000 for last five days of eighth week.

"ON THE WATERFRONT" (Columbia). Astor was still doing great and announced that \$53,000 would be the figure for the fifth week.

"DRAGNET" (Warners). Victoria continued at its fast pace, and was sure to top \$45,000 on the second week.

"THE CAINE MUTINY" (Columbia). Capitol was sure of \$30,000 on 10th week.

"MAGNIFICENT OBSESSION" (U-I). Loew's State expected the fourth week to reach \$25,000.

AB-PT In Makelim Plan

WASHINGTON—Following a meeting in the office of Maurice Silverman, in charge of motion picture activities in the Anti-trust Division, Department of Justice, it was announced last week that theatre operating subsidiaries of American Broadcasting-Paramount Theatres may participate in the Makelim Plan on a competitive basis.

The meeting was attended by Sidney Markley, AB-PT vice-president; Hal R. Makelim; and his attorney, Gordon Levey.

It was indicated that the Department of Justice sees no objection to participation in the plan by theatre companies who were defendants in the government's anti-trust case.

Many AB-PT theatres have expressed their desire to participate in the Makelim Plan in playing the 12 pictures to be produced, it was said. As a result of the conference, they are now in a position to do so.

Makelim said, "I am very gratified by the outcome of the meeting. Although I have approximately 2,400 theatres already signed and more coming in daily, it has always been my intent and purpose that all theatres have the equal, competitive opportunity of becoming participants in the plan."

RKO Attacks Mass. Censors In Three Suits

BOSTON—RKO filed three court tests last week attacking Massachusetts' censor laws and arising from the company's difficulties with the distribution of "The French Line."

One action against Otis M. Whitney, Massachusetts commissioner of public safety, and Boston Mayor John B. Hines attacks the constitutionality of the Sunday law throughout the state. RKO charges the wording of the law is vague and indefinite.

Another suit is against Arthur Frawley, Lynn, Mass., mayor. Frawley forced the withdrawal of the film after its first showing at the Capitol, claiming he had authority under statute to revoke an exhibitor's license.

The third complaint is against the censorship board, which refused to approve "The French Line" for city showings.

In all cases, violation of freedom of speech is charged in that all censorship is unconstitutional, and standards are vague and indefinite. George H. Foley, RKO attorney, stated that Massachusetts censor laws would be wiped out if RKO should win its suit before the U. S. Supreme Court.

AA Executives Meet

NEW YORK—Scheduled to attend an Allied Artists executive sales meeting this week were Steve Broidy, president; Edward Morey, vice-president; G. Ralph Branton, vice-president; Morey R. Goldstein, vice-president and general sales manager; Walter Mirisch, executive producer, just back from Europe; L. E. Goldhammer, eastern division sales manager; James Prichard, southern division sales manager; Harold Wirthwein, western division sales manager; and John C. Flinn, director of advertising and publicity.

Krim And Picker Plan Tour

NEW YORK—Arthur B. Krim, president, United Artists, and Arnold M. Picker, vice-president in charge of distribution, announced last week they will make a Far Eastern tour starting on Sept. 11 to inaugurate the company's 35th anniversary celebration in Asia.

Fred Schwartz Is Head; Plan Release Of 10 to 12 Annually With Co-production Deals Providing Product

NEW YORK—A newcomer in the distribution field made its formal debut last week, when President Fred J. Schwartz announced the formation of Distributors Corporation of America.

The company will concern itself with releasing not more than 10 to 12 top pictures annually; with co-producing and/or financing independent producers both here and abroad; with distributing pictures perhaps area by area on a hand-tailored basis and giving each the attention it deserves; with indulging in more realistic selling of product which will favor both distributor and exhibitor.

It is expected that the company will establish five branch offices in New York, Chicago, Atlanta, Dallas, and San Francisco, with permanent staffs to cover territories adjacent to these cities. Physical print distribution will be handled by outside agencies.

DCA will release major product only and will concentrate its distribution only in the western hemisphere which it is believed will put the company in a favorable position when it comes to setting co-production deals abroad, with producing partners retaining the distribution rights to the films outside of North and South America. Pictures produced abroad will have top American stars in the casts to obtain the widest possible distribution.

At the moment it is planned to release 10 pictures over the next two years at an estimated cost of between eight and nine millions, and release dates will be set sufficiently ahead to permit proper exploitation and advertising. Charles Boasberg, vice-president and general manager, was highly enthused about CinemaScope, and he expected that most of the pictures would be released in that medium with either optical or stereophonic sound available. A regular size version of each film will be available to exhibitors sometime after the original release.

The company's first feature will be "Long John Silver," filmed in CinemaScope with prints by Technicolor.

The second feature is a true-life documentary in color, produced by Alan Dowling. Negotiations have been completed for the release of "Lelia," the story of George Sand, which will be co-produced with Bernard Lubet in Europe. One of the major films on the schedule will be the screen production of "Finian's Rainbow."

Also scheduled is "The Viking," in color and CinemaScope; "Pistolera," a large-scale western in color and CinemaScope; "The Survivors," a science-fiction thriller in Technicolor; "Heather Mary," a suspense melodrama; and "The Jacarand Tree," which will be filmed on location in Burma. Sam and Bella Spewack will have a screen play ready within the next 90 days.

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I N D E X

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Seen are those Paramount officers who will direct the company's 40th Anniversary Drive, including, left to right, Barney Balaban, president; Paul Raibourn, vice-president; Y. Frank Freeman, vice-president in charge of production; Don Hartman, supervisor of production; Jerome Pickman, direc-

tor of advertising and publicity; A. W. Schwalberg, vice-president in charge of distribution; and Cecil B. DeMille, producer-director, currently preparing "The Ten Commandments," Paramount VistaVision production. The slogan for the drive is "A Salute To The Future." Top films are set for release.

VistaVision Stars In Paramount Anniversary "Salute To The Future"

NEW YORK—The slogan of Paramount's current 40th Anniversary Drive is "A Salute To The Future," and for the year immediately ahead, Paramount is continuing and intensifying its established policy of big pictures, with boxoffice stars, tremendous production values, and other ticket-selling ingredients. Topping and adding to the stature of the product is VistaVision, acclaimed recently in its west coast bow for clarity and brilliance, sharpness and definition, and flexibility.

Already in release are "Living It Up," the Dean Martin-Jerry Lewis extravaganza covered elsewhere in this issue; "Knock On Wood," the Danny Kaye comedy-romance; and "About Mrs. Leslie," Hal Wallis' production starring Academy Award winner Shirley Booth and Robert Ryan.

Seven other top films will shortly be released generally. These are headed by Alfred Hitchcock's "Rear Window," which stars James Stewart and has been acclaimed in early openings.

Following will be "Sabrina," "The Country Girl," and "Conquest Of Space," with "The Bridges At Toko-Ri," "Mambo," and "Ulysses" right on their heels. "Sabrina" was adapted from the top-smash Broadway stage hit, "Sabrina Fair," and co-stars three Academy Award winners, Humphrey Bogart, Audrey Hepburn and William Holden, under producer-director Billy Wilder. In "The Country Girl," audiences will see an absolutely new Bing Crosby, emerging as a top dramatic star. Grace Kelly and William Holden are co-starred.

"Conquest Of Space," in Technicolor, answers every dream of science-fiction fans. It was produced by George Pal, the man who brought "The War Of The Worlds" and "When Worlds Collide" to the screen.

"Ulysses," based on Homer's Odyssey, has been the greatest adventure story of man's heroism and daring for as long as recorded history runs. The Technicolor Lux Films production stars Kirk Douglas and Silvana Mangano, and was filmed entirely on location in Italy by Dino de Laurentiis and Carlo Ponti. "Mambo" is the story of two beautiful women fighting for one man, set in the romantic backgrounds of modern Italy, where the picture was produced. It stars Silvana Man-

gano, Shelley Winters, Michael Rennie, Vittorio Gassman, and Katherine Dunham.

"The Bridges At Toko-Ri" is called the most important production ever from William Perlberg and George Seaton, starring William Holden, Grace Kelly, Fredric March, and Mickey Rooney, and in Technicolor.

Later this year will come the release of the first motion picture ever produced in VistaVision, Irving Berlin's "White Christmas," starring Bing Crosby, Danny Kaye, Rosemary Clooney, and Vera-Ellen, and in Technicolor. Featured are new and old Berlin masterpieces.

Following "White Christmas," every Paramount picture will be produced in VistaVision. Second and third VistaVision films will be "Air Command" and Hal Wallis' "Three Ring Circus," both in Technicolor. "Air Command" is the thrill-packed story of the United States Air Force's Strategic Air Command, starring James Stewart and June Allyson, and filmed with the full cooperation of the Air Force and of the St. Louis Cardinals.

"Three Ring Circus" is hailed by Paramount as Martin and Lewis' greatest. Joanne Dru and Zsa Zsa Gabor share top female honors in a laugh-fest of a coward who suddenly finds himself hired as the lion-tamer in a circus.

Included among those pictures either already completed or now in production, all in VistaVision, are "To Catch A Thief," produced and directed in Technicolor by Alfred Hitchcock, starring Cary Grant and Grace Kelly; "We're No Angels," VistaVision comedy-romance in Technicolor starring Humphrey Bogart, Aldo Ray, Joan Bennett, and Basil Rathbone; "Run For Cover," VistaVision and Technicolor drama starring James Cagney, Viveca Lindfors, John Derek, and Jean Hersholt; "Love Is A Weapon," in VistaVision and Technicolor, starring John Payne, Mary Murphy, and Francis L. Sullivan; "The Eddie Foy Story," romantic VistaVision musical biography, in Technicolor, starring Bob Hope in the title role; "The Court Jester," VistaVision and Technicolor comedy starring Danny Kaye; "The Desperate Hours," William Wyler's VistaVision production starring Humphrey Bogart and Fredric March; "The Vagabond King," Technicolor adaptation in VistaVision of the outstanding romantic stage

musical, starring Kathryn Grayson and Oreste Kirkop, top-flight European romantic singing star.

Other big ones coming up are "The Covered Wagon," "The Magnificent Devils," "Lucy Gallant," "You're Never Too Young," "The Rose Tattoo," "The Loves Of Omar Khayyam," and "The Mountain." Paramount considers each of these VistaVision productions a potential top grosser.

While these boxoffice attractions are being completed and delivered, production will be going on steadily on what the company considers the greatest motion picture ever produced. This will be, of course, Cecil B. DeMille's "The Ten Commandments," which the master moviemaker will be shooting on actual location in Egypt and in a complete ancient Biblical city which is now being constructed at a cost of well over \$1,000,000. "The Ten Commandments" has been DeMille's dream for many years, and now, with VistaVision available to give the full sweep and scope it deserves, and with the Egyptian government cooperating, the dream is to be a reality. Heading the cast as Moses will be Charlton Heston, with Yul Brynner portraying his antagonist, Rameses II. Also starred will be Anne Baxter, Cornel Wilde, Sir Cedric Hardwicke, and Vincent Price.

In the field of additional show-builders, Paramount News will continue to be produced twice each week, and the Paramount shorts will continue to roll out at the same pace as heretofore.

Add them all up—it looks like a great year ahead for Paramount—and for the exhibitors of the nation!

Coded Tickets Nixed By Court

LOUISVILLE, KY.—The United States Court of Appeals for the Sixth Circuit unanimously affirmed a lower court decision last week which held that the coded system of admission tickets known as the "Standard Cryptix Numbering System" was in violation of Treasury regulations.

Federal Judge Swinford, Kentucky District Court, had held in June, 1953, that the Hiland Amusement Company, operating the Hiland, Fort Thomas, Ky., was not entitled to an injunction to restrain orders by the director of Internal Revenue to destroy the "Cryptix" tickets, and requiring the exhibitor to end his use of such tickets. Judge Swinford's decision also upheld the Treasury regulation requiring the use of serially numbered tickets with arabic numerals.

Story, Stars, Local Promotion Seen Key To Paramount Program

NEW YORK—Paramount is currently celebrating its 40th anniversary with an impressive array of top films due to reach the nation's showcases in the coming months, culminating in the eagerly awaited bow of VistaVision when "White Christmas" opens at Radio City Music Hall.

As the industry salutes Paramount's colorful past and the company eagerly looks forward to its future, it is fitting that the comments of those executives whose guidance has raised the company to its present position be reported.

Y. Frank Freeman, vice-president in charge of production, explains the company's present policy as follows:

"Paramount's confidence in star values on the screen goes back to the inception of the company. More than 40 years ago, Adolph Zukor began with the slogan: 'Famous Players In Famous Plays.' In adopting this slogan it has always been the position of Paramount that 'Famous Players' are made by good stories, good direction, and good production. It is therefore essential, to maintain star value, that they be coupled with good producers, good directors, good writers and a good production unit. Paramount believes that this policy of seeking only the best stories, writers, directors, and producers obtainable, has made it possible for the company to have one of the most imposing lists of boxoffice personalities in its history."

Don Hartman, supervisor of production, emphasizes the necessity of fitting story and star, saying, "We have been working under a policy established some time ago in regard to Paramount production. Stories are found and adapted and then we set about finding the star who best fits the role. With a script prepared we are nearly always ready to start a picture in minimum time and if we are able to make the role attractive enough, we can almost always have our pick of the stars who are constantly searching for roles of high merit. So we are combining the benefits of having some top boxoffice stars under contract and at the same time being able to mix these with the big star names who are free-lancing. As a matter of fact, we are constantly after stars to combine with our contract stars to make the best and most attractive picture."

Much of the excitement at Paramount concerns Cecil B. DeMille's "The Ten Commandments," VistaVision production currently being prepared in Egypt. The veteran producer-director said, "The first star of a motion picture should be its story. If this star is properly cast—with drama turning upon drama in an ever-widening, accelerating orbit—its spectacular production-value satellites fall logically into place. Once the course and character of this first-magnitude star have been charted, it should be surrounded by a galaxy of stars which fit properly into its field. If their brilliance adds lustre to the main star, so much the better."

"This is the course I have followed for years—recently in 'The Greatest Show On Earth' and currently in preparing 'The Ten Commandments.' While I some-



Adolph Zukor, Paramount board chairman, is the one company executive who can look back on its entire colorful 40-year history, as the anniversary celebration moves into high gear.

times have used little-known players if they fitted roles better than established stars, I naturally prefer talent with names.

"We have been fortunate in casting 'The Ten Commandments' to find players with both great ability and boxoffice attraction—Charlton Heston as Moses, Anne Baxter as Nefretiri, Yul Brynner as Rameses II, Cornel Wilde as Joshua, Sir Cedric Hardwicke as Pharaoh Sethi, and Vincent Price as the Master Builder."

Jerome Pickman, director of advertising and publicity, has emphasized that the promotion program for the coming year will again be concentrated on the ticket-selling level. Each picture will be individually analyzed and examined for the specific angles which suggest the most logical selling campaign.

A certain amount of national advertising in national and fan magazines is scheduled, but beyond this and trade paper advertising, the actual promotion campaigns follow a pattern of regional concentration hitting solidly the area surrounding each key city into which the film has been booked, and spreading outward as the film is booked into outlying areas.

Cooperative promotions are an essential feature of the Paramount plan. Radio and television are also set up on a localized schedule to give this type of promotion the greatest force, and posting is scheduled to coincide with the greatest playdate concentration.

The Paramount staff of merchandising representatives is augmented for specific picture promotions, so that each major playdate can have individualized campaigns worked out in collaboration with the local theatre promotion staff.

It's an ambitious program, with the successful results of the past offering assurance of equal success on the outstanding list of top-quality attractions due from Paramount.

Balaban Testimonial Planned

NEW YORK—The metropolitan council of B'nai B'rith was host to an industry press luncheon this week where plans for a testimonial dinner honoring Barney Balaban, Paramount president, for his "outstanding contributions to American life and for his distinguished efforts to aid in the building of Israel" were made.

About People

NEW YORK—Walter Branson, RKO world-wide general sales manager, last week announced the promotion of Herbert H. Greenblatt, well-known RKO sales executive, to the position of domestic sales manager.

Greenblatt had been serving as central division manager, a position to which he had been promoted last February.

The new domestic sales manager joined RKO as a salesman in the Chicago branch 22 years ago. He served successively as branch manager in Cleveland and Pittsburgh. In 1944, he was upped to mid-western district manager, with offices in Chicago.

Greenblatt will assume his new duties at the home office on Sept. 13.

NEW YORK—Fred Goldberg rejoins Italian Films Export as publicity manager, it was announced last week by Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity, and exploitation.

Goldberg replaces Ben Kornzweig, who resigned to assume a partnership in the Burstin Company, Inc., advertising and publicity firm handling show-business and commercial accounts.

Goldberg, who has just resigned from his position of vice-president, Norton and Condon, returns to the spot he formerly held at IFE.

NEW YORK—Seymour Moses announced last week his resignation as operations vice-president, Fine Sound, Inc., and Perspecta Sound, Inc., respectively. Moses had been affiliated with both companies since the beginning of this year.

For eight years prior to this association, Moses was connected with Loew's International Corporation, holding various MGM sales posts in Switzerland and Sweden. His most recent overseas assignments were as managing director, MGM offices in Finland and Holland.

NEW YORK—Arthur Rose has been appointed as northeastern sales representative, Buena Vista Film Distribution Company, Inc., it was announced last week by Leo F. Samuels, president. He will represent the company in the exchange territories of Buffalo, Boston, New Haven, and Albany and will temporarily headquarter in Rochester, N. Y. Rose was formerly with U-I.

NEW YORK—Morey Goldstein, Allied Artists vice-president and general sales manager, last week replaced Charles Boasberg, who resigned as RKO sales head to become vice-president and general manager, Distributors Corporation of America, as chairman of the industry's distributors' committee.

Morris Dies On Coast

HOLLYWOOD—Sam E. Morris, 73, retired Warner executive, died here last fortnight. An industry veteran, he was vice-president and general sales manager, Select Pictures Corporation, New York City; and had been owner, Home Theatre Circuit, and others in Cleveland, before joining Warners. He is survived by his wife, one son, and five grandchildren.

The International Scene

New Drive-Ins Continue To Open

TORONTO—Interest in ozone operation in Canada continues unabated as 10 drive-ins were recently opened and more are projected. One standard-type house was opened as well.

The 10 put into operation brings the number opened since the beginning of the year to 29, while the total number operating is 210. In the auditorium field, 18 new ones have been opened since Jan. 1.

But this does not complete the picture. There are 18 houses in work and 21 others are being planned. Latest drive-in on which work has started is near Hope, B.C., where the builder is Al Trout, Trout Theatres.

Major renovations are also under way on Odeon Theatres' 449-seat Odeon, Duncan, B. C.; on Mesho Triller's 952-seat Dominion, Winnipeg; and J. Rousseau's 500-seat Cinema, Plessisville, Quebec.

Canadian Comment

Members of the Canadian Picture Pioneers are seeking new ways to raise money for their benevolent work. The directors, in a letter sent to all members, have put forth the idea to make a request of the various business firms of the industry to put the organization on their annual charity list. This would enable the directors of the fund used for benevolent work to have greater scope and put it in a position to be self-sustaining. Chairman of the fund is Oscar Hanson, while Morris Steing, vice-president, Pioneers, has been appointed to the post of vice-chairman to fill the vacancy created by the death of Ray Lewis. The other permanent trustees are George Beeston, secretary, and Clare Appel. It is pointed out in a pamphlet prepared by Hanson that there are no operating expenses deducted and contributions are deductible from taxable income.

Win Barron, best-known for his part as editor and commentator, Canadian Paramount Newsreel, has been appointed Dominion captain of Paramount's 40th Anniversary Sales Drive, beginning on Aug. 29 and extending for 14 weeks. Barron is director of public relations and advertising for Paramount in Canada. His appointment was made by Gordon Lightstone, general manager, Paramount in Canada.

An appearance on film by John J. Fitzgibbons, president, Famous Players Canadian Corporation, was part of the opening ceremonies of CFCM-TV, Quebec City. FPCC is a partner in the operation of the station. An official opening celebration will be held in September, when the guests will make live broadcasts and a reception will follow. General manager of the station is Henri Lepage. This is the second TV station in Canada in which FPCC is a partner, the first being in Kitchener, Ont.

In Ottawa, C. J. O'Connell, 52, manager, Eastview, and former manager, Centre



Inventor Professor Henri Chretien and Melle Royer are seen as they met the press after the recent demonstration of the advanced techniques of CinemaScope at the Normandie, Paris, France.

and Westbor, died suddenly last week.

A business tax has angered Manitoba exhibitors. The tax replaces the license fee based on the seating capacity, and most theatre owners will have to pay almost double what they now pay. The tax also applies to billiard parlors and bowling alleys, and despite opposition from the Manitoba Exhibitors' Association on the grounds that TV was about to slice movie income, no headway has been made with the Government. However, operators said they wouldn't raise admission prices.

Jim Cameron, city manager for Port Arthur and Fort William, Ontario, recently developed a two and one-half page section in the Fort William Daily Times-Journal in conjunction with MGM's "Executive Suite." The newspaper and the theatreman sold advertising to stores dealing in furniture, office equipment and men's clothing.

Editorial text and art throughout the section tied in with the manufacturers' influence in fashions and furniture as developed in the film. Cameron is the third Canadian theatreman to develop this type of promotion.

Along the same lines, A. C. Hartshorn, manager, Regent, Oshawa, Ontario, promoted a fine co-op ad on "Easy To Love." The ad was promoted in two local beauty salons.

CINE CHATTER: A visitor to Toronto was Clyde Gilmour, Vancouver Sun columnist who reviews films for Maclean's Magazine and the Canadian Broadcasting Corporation. . . . Arthur P. Knowles is now Manitoba and northwest Ontario supervisor, National Film Board. The appointment was made by L. W. Chatwin, distribution director. Knowles is 29, and joined the NFB as district field representative in the Hamilton area. . . . Bell and Howell of Canada is in production on 16 mm. sound projectors for the Canadian market. . . . Visitors to England were Bill and Zetella Summerville. He is general manager, B and F Theatres. . . . Kodak is no longer taking nitrate film, just safety scrap. . . . Elk Drive-In, Castlegar, B.C., was forced to close because of the rise of the Columbia River.

—HARRY ALLEN, JR.

Salesmen Are Robots, Kerasotes Asserts

CHAMPAIGN-URBANA, ILL.—George Kerasotes, vice-president, United Theatre Owners of Illinois, an affiliate of Theatre Owners of America, in an address at a regional meeting of the exhibitor group last week at the Urbana-Lincoln Hotel, charged that "the dictatorial and autocratic policies of the major film companies have lowered the standards of business ethics and are destroying equitable business relations with exhibitors."

He asserted that "film selling has become decadent" and held that the present sales policies of the majors bring about disintegration of their own sales organizations, with the salesmen now just "robots."

"The morale of the film salesman is now at its lowest ebb," he continued. "Young and intelligent men are seeking other fields of endeavor which are more lucrative and where they receive compensation commensurate with their efforts and abilities. The film companies can improve the relations with their own salesmen by giving them an opportunity to participate in the profits of their company. This would also establish a better relationship with the exhibitor, as the salesman would be interested in the theatre owner's welfare and would see to it that the theatres stayed open and that the owners retained enough of the revenue in his own town so that he could improve his theatre physically and have sufficient funds for proper promotion of his business."

Kerasotes also said the distributors should "improve the chaotic system of releasing product by setting up releases months in advance when advertising material is often not available and both exhibitor and distributor suffer."

A strong protest was made against 50 per cent terms, shortage of prints, and the "slowdown of production" by the majors.

George Gaughan, TOA's field representative, was another speaker.

Producers Join In E-P Ad

NEW YORK—The 26th in the series of COMPO ads published last week in Editor and Publisher launches the opening of the 1954-55 fall and winter season, and is accompanied by display ads of eight producers listing top pictures to be released this fall. Headed "Getting Set For A New Movie Season," the ad points out that, while the film business is now a 12-month activity, a survey of studios shows that big pictures are coming. The producers' ads listing their outstanding coming productions are offered in support of the COMPO ad's assertion.

The producers taking the ads were Columbia, MGM, Paramount, Republic, 20th-Fox, UA, U-I, and Warners.

RKO Theatre Managers Meet

NEW YORK—William W. Howard, vice-president, RKO Theatres, called a meeting of metropolitan area managers at the 20th-Fox home office screening room last week.

RKO managers were brought up to date on the latest developments in CinemaScope presentation by Earl Sponable and Herbert Bragg, chief, 20th-Fox engineers.



**“PARAMOUNT
PRESENTS”**



"PARAMOUNT PRESENTS"



Through the past forty years, "Paramount Presents" has been your assurance of motion pictures packed with entertainment values, pictures that have consistently built the economic welfare of our industry. Last year this long record was climaxed when Paramount presented more outstanding attractions than any company.

Now, as the 1954-55 selling season begins, "Paramount Presents" takes on new meaning— for our studio has been completely converted to quality product for delivery in quantity, yet statured, picture by picture, to today's new selective market. Already in release are

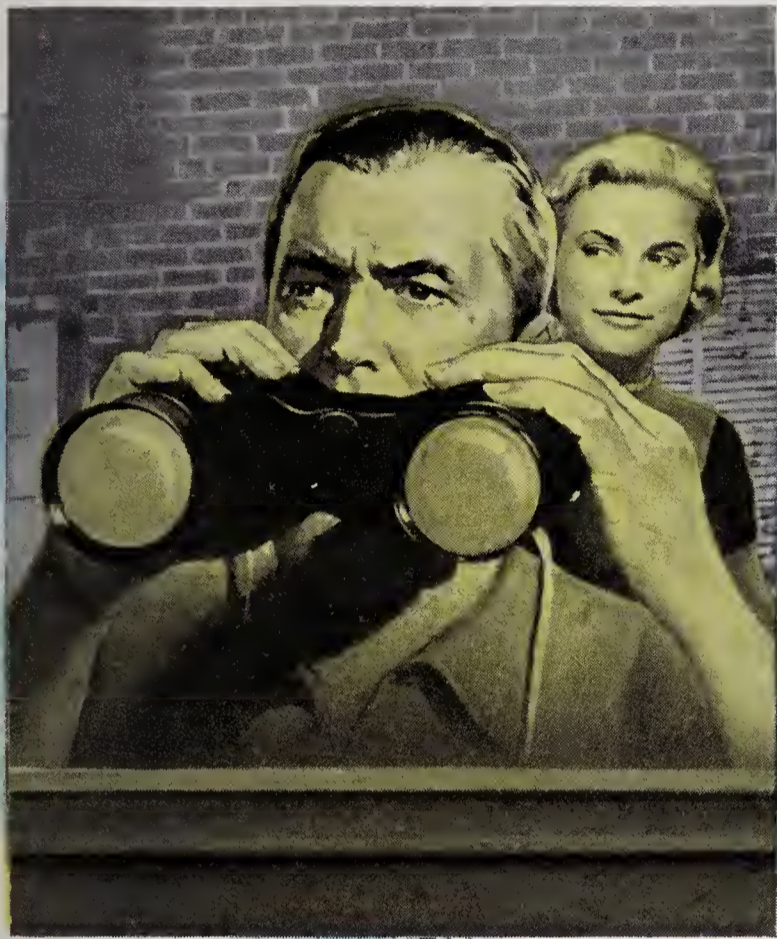
KNOCK ON WOOD

•
LIVING IT UP

•
ABOUT MRS. LESLIE

Their strong performance will be surpassed by even greater product ahead in
PARAMOUNT'S SALUTE TO THE FUTURE...

September dates are rolling in from eager showmen watching its smash performance now in New York, Los Angeles and Philadelphia where it's confirming Boxoffice Magazine's prediction that "critics and customers will vote it Hitchcock's best!"



JAMES STEWART

in

Alfred Hitchcock's

REAR WINDOW

Color by **TECHNICOLOR**

Co-starring

GRACE KELLY • WENDELL COREY
THELMA RITTER

with **RAYMOND BURR** • Directed by **ALFRED HITCHCOCK** • Screenplay by **JOHN MICHAEL HAYES** • Based on the short story by **CORNELL WOOLRICH**

THESE ARE THE FIRST TWO FABULOUS FALL ATTRACTIONS:

HUMPHREY BOGART

AUDREY HEPBURN

WILLIAM HOLDEN

in

Sabrina

with

WALTER HAMPDEN • JOHN WILLIAMS
MARTHA HYER • JOAN VOHS

Produced and Directed by **BILLY WILDER**

Written for the Screen by Billy Wilder, Samuel Taylor and Ernest Lehman

From the play by Samuel Taylor



Four Academy Award winners (Producer Wilder and three "Oscar" stars) pool their talents in a richly mounted and very hilarious comedy. It's all about The Chauffeur's Daughter, The Big Business Man and The Playboy—and it puts a new glow in that old word, "love"...



"PARAMOUNT PRESENTS" Paramount's forty years of servicing exhibitors with money-making product in an ever changing market reinforces today's new policy of one type of picture only—the **BIGGEST**.

The entertainment values assured by "Paramount Presents" in 1954-55 include

GREATEST STAR NAMES

TOP FLIGHT PRODUCERS

BEST KNOWN DRAMATIC PROPERTIES

EXCITING NEW STORY LINES

These marquee assets mean that every picture in Paramount's Salute To The Future is packed with everything the public is buying at the boxoffice today.



BING GRACE WILLIAM
CROSBY · KELLY · HOLDEN

In A Perlberg-Seaton Production

THE COUNTRY GIRL

A surprise vehicle to catapult Crosby to new distinction! He's teamed with Oscar-winner Holden and beautiful Grace Kelly who's a beautiful new marquee name.

Produced by WILLIAM PERLBERG · Written for the Screen and Directed by GEORGE SEATON

From the play by Clifford Odets

KIRK SILVANA
DOUGLAS · MANGANO

in
ULYSSES

Color by **TECHNICOLOR**

Co-starring **ANTHONY QUINN** with ROSSANA PODESTA

Directed by MARIO CAMERINI · Screenplay by Mario Camerini, Hugh Gray, Ben Hecht, Ivo Perelli and Irwin Shaw

Based on Homer's Odyssey · A LUX FILM · Produced by DINO De LAURENTIIS and CARLO PONTI

History's most famous story—with the star who's perfect for its heroic lead. The fabulous saga of a daring voyager and the beautiful women he fought for and won!

WILLIAM GRACE FREDRIC MICKEY
HOLDEN · KELLY · MARCH · ROONEY

In A Perlberg-Seaton Production

THE BRIDGES AT TOKO-RI

color by **TECHNICOLOR**

with Robert Strauss · Charles McGraw · Keiko Awaji
Directed by Produced by

MARK ROBSON · WILLIAM PERLBERG and GEORGE SEATON

Screenplay by Valentine Davies · From the novel by James A. Michener

Dramatic thunderbolt of personal emotion and explosive action. The best selling novel, about our jet pilots in the Pacific, first appeared in a special issue of LIFE...



“PARAMOUNT PRESENTS” is a guarantee that begins inside our studio and extends to the boxoffice line where the crowd stands, money in hand.

Paramount not only produces pictures but produces theatre patronage thru

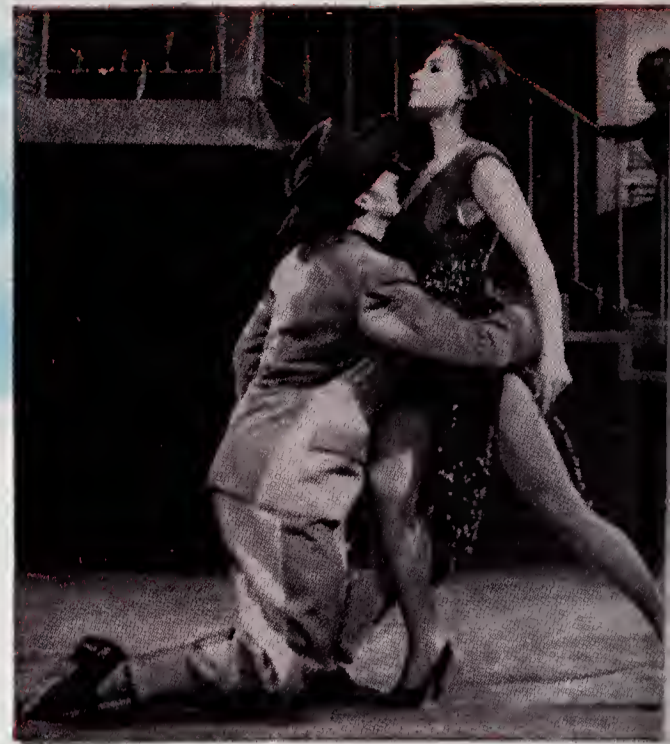
ADVANCE MARKET ANALYSES

•
ALL-FACET MERCHANDISING

•
DYNAMIC PRESELLING

•
COMPLETE PENETRATION

New methods of communication with the public are constantly devised. At Paramount every means “from camera to campaign” is used to turn traffic toward the boxoffice.



**PARAMOUNT'S
SHOW BUILDERS
BUILD
BOXOFFICE
REVENUE...**

SILVANA MANGANO · WINTERS · RENNIE

VITTORIO GASSMAN · KATHERINE DUNHAM

in
MAMBO

Produced by DINO DeLAURENTIIS and CARLO PONTI

Directed by ROBERT ROSSEN

Two women, battling for one man in the sultry, romantic backgrounds of modern Italy! Glamorous Silvana Mangano and those American headliners, Shelley Winters and Vittorio Gassman.

CONQUEST OF SPACE

Color by **TECHNICOLOR**

George Pal's new interplanetary thriller dwarfs all the wonders of "The War of The Worlds" and "When Worlds Collide." Dramatic effects never to be equalled — or even imagined!

Produced by George Pal · Directed by Byron Haskin
Screenplay by James O'Hanlon · Adaptation by Philip Yordan, Barré Lyndon and George Worthington Yates
Based on the Book by Chesley Bonestell and Willy Ley

PARAMOUNT NEWS

"The Eyes and Ears of the World"

104 issues a year



Your public looks for it, wants it — is entertained and informed by it, because it's the top news on film.

PARAMOUNT SHORTS



The most diversified program of shorts offered by any company. Favorite cartoons, sports reels and miscellaneous subjects.





"PARAMOUNT PRESENTS"

ITS SALUTE TO THE FUTURE

VISTA VISION

Soon VistaVision will be a dazzling reality in theatres, bringing *the ultimate in presentation* of screen entertainment thru its unsurpassed

FLEXIBILITY • COMPATABILITY • SIMPLICITY • ECONOMY

VistaVision is more than a great motion picture technical achievement. It introduces a whole new concept of screen entertainment. Your audience will see more and enjoy more. VistaVision will give them a new visual sensation... as real and as big as life itself.

Across America and throughout the world, exhibitors, exhibitor - organizations, industry technicians and the press have acclaimed it. And now VistaVision is ready for the public!

Coming

VISTAVISION

Attractions

COMPLETED OR IN PRODUCTION

White Christmas

Irving Berlin's score. Technicolor.
Bing Crosby, Danny Kaye,
Rosemary Clooney, Vera Ellen

Air Command

Technicolor. James Stewart, June Allyson

We're No Angels

Technicolor. Humphrey Bogart, Aldo Ray,
Joan Bennett, Basil Rathbone

Love Is A Weapon

Technicolor. John Payne, Mary Murphy,
Francis L. Sullivan

The Court Jester

Technicolor. Danny Kaye

Blue Horizons

Technicolor. Charlton Heston,
Fred MacMurray, Donna Reed,
William Demarest

The Desperate Hours

William Wyler Production. Humphrey Bogart.
Based on the famous novel

The Vagabond King

Technicolor. Kathryn Grayson, Oreste Kirkop

The Covered Wagon

Famed epic of America's pioneers.
Alan Ladd and star cast.

The Magnificent Devils

Deborah Kerr and other important marquee
names

3 Ring Circus

Hal Wallis Production. Technicolor.
Dean Martin, Jerry Lewis, Joanne Dru,
Zsa Zsa Gabor

To Catch A Thief

Alfred Hitchcock Production. Technicolor.
Cary Grant, Grace Kelly

Run For Cover

Technicolor. James Cagney, Viveca Lindfors,
John Derek, Jean Hersholt

The Eddie Foy Story

Technicolor. Bob Hope

Lucy Gallant

Technicolor. Jane Wyman, Charlton Heston

You're Never Too Young

Technicolor. Dean Martin and Jerry Lewis

The Trouble With Harry

Alfred Hitchcock Production

The Rose Tattoo

Hal Wallis Production. From the play by
Tennessee Williams. Burt Lancaster,
Anna Magnani

The Loves of Omar Khayyam

An exotic spectacle based on the career of
Persia's romantic adventurer

The Mountain

Spencer Tracy heading topflight cast

TURN THIS FOLD

for the first attractions that launch a
new era in entertainment presentation



"PARAMOUNT PRESENTS"

ITS SALUTE TO THE FUTURE

VISTA VISION

Soon VistaVision will be a dazzling reality in theatres, bringing *the ultimate in presentation* of screen entertainment thru its unsurpassed

FLEXIBILITY • COMPATABILITY • SIMPLICITY • ECONOMY

VistaVision is more than a great motion picture technical achievement. It introduces a whole new concept of screen entertainment. Your audience will see more and enjoy more. VistaVision will give them a new visual sensation... as real and as big as life itself.

Across America and throughout the world, exhibitors, exhibitor - organizations, industry technicians and the press have acclaimed it. And now VistaVision is ready for the public!

SOON... WORLD PREMIERE — RADIO CITY MUSIC HALL

THE FIRST... AND UNFORGETTABLE... MOTION PICTURE TO BE GLORIFIED BY

VISTAVISION



IRVING BERLIN'S
White Christmas
in
VISTAVISION

starring

BING CROSBY · DANNY KAYE
ROSEMARY CLOONEY · VERA-ELLEN

Color by **TECHNICOLOR**

with **DEAN JAGGER** Lyrics and Music by **IRVING BERLIN** Produced by Robert Emmett Dolan
Directed by Michael Curtiz • Dances and Musical Numbers Staged by Robert Alton
Written for the screen by Norman Krasna, Norman Panama and Melvin Frank

“White Christmas’ is by far the greatest motion picture I have ever been associated with!”—Irving Berlin

“White Christmas” Will Be Immediately Followed By

3 RING CIRCUS

Dean Martin and Jerry Lewis in **VISTAVISION** for the first time! A Hal Wallis Production. In color by Technicolor.

AIR COMMAND

Skywide **VISTAVISION** thrills! The jets that man our earth-circling peace patrol. James Stewart teamed with June Allyson. In color by Technicolor.

**"PARAMOUNT
PRESENTS"**



DE MILLE'S GREATEST... AND IN

VISTAVISION

From "The Squaw Man" to "The Greatest Show On Earth," Cecil B. DeMille has spanned the four decades of Paramount's history with the industry's outstanding money pictures... including such memorable boxoffice grossers as "Reap The Wild Wind," "Union Pacific," "Northwest Mounted" and "Samson and Delilah." With all the magnificence of VistaVision, the picture that the whole world is waiting for, is now in production.

Cecil B. DeMille's
THE TEN
COMMANDMENTS

in
VISTAVISION

Color by **TECHNICOLOR**

With The Biggest Cast Ever Assembled...

This Was The Week When

"Cangaceiro," first Brazilian film to be shown in the United States and a Columbia release, was set for a premiere at the Trans-Lux Normandie, New York, tomorrow (Sept. 2). . . . "American Frontier," dramatic documentary, became the third film produced by the American Petroleum Institute to be selected as an entry in the Edinburgh Film Festival in the last four years. . . . "White Christmas," Paramount's first in VistaVision, was screened for an enthusiastic audience of more than 300 at the studio's VistaVision Theatre. . . . AA's "The Human Jungle" was set by Morey Goldstein, vice-president and general sales manager, to premiere at the Joy, New Orleans, on Sept. 28. . . . "This Is Cinerama" moved into fourth position among the all-time grossers with over \$12,683,000 from 13 theatres.

David Hanna, Figaro Productions publicity representative, joined Ava Gardner, star of UA's "The Barefoot Contessa," on a two-week South American tour on behalf of the film. . . . U-I's "The Naked Alibi" was set for a 50 theatre pre-release territorial saturation premiere in the Detroit territory starting with a world premiere at the Broadway Capitol, Detroit, tomorrow (Sept. 2). . . . UA's "The Little Kidnappers" had its American premiere at the Trans-Lux 60th Street, New York. . . . Mrs. Ida Holding Miller, president, National Federation of Music Clubs, announced that her organization would sponsor the opening of the New York Philharmonic Symphony on closed circuit theatre TV on Oct. 7. . . . "High And Dry," U-I's English farce, opened at the Sutton, New York, under the sponsorship of Thistle Gildry, Inc.

Allied Board Asks Appeal To Congress

WHITE SULPHUR SPRINGS, W. VA.—The summer board meeting of National Allied at the Greenbrier Hotel here last week devoted nearly its entire time to a discussion of a report of a committee which recently interviewed sales managers of the major companies in New York City. A resolution was voted authorizing Abram F. Myers, Allied's general counsel, to draft and present to the 1954 national convention in Milwaukee on Oct. 12 "a bill suitable for introduction in the next session of Congress which, if enacted, would afford the minimum of regulation necessary in the public interest to preserve the theatres of the country for the use and enjoyment of the American people and for other purposes.

"Contribution to the national defense and welfare as an important communication medium" was listed among "other purposes" in a "declaration of emergency" issued by the board.

That the board was spurred in its action by the failure of the Allied-distributor conferences was made evident in the "declaration of emergency" that served as a preamble to the resolution. This said the board was "shocked and amazed by the insensitive attitude of the sales heads toward exhibitors' critical problems." The refusal of the companies to give the Allied committee "any assurances of relaxing the harsh and oppressive selling policies and practices which are fast making impossible the profitable operation of theatres of all classes" had created the "emergency," it was said.

President Ben Marcus was authorized to name an "emergency defense committee that shall be representative of all classes of theatres."

The board reaffirmed its support of the Makelim Plan; viewed the industry group insurance plan proposed by COMPO as a matter outside its province; and expressed a preference for the COMPO proposal to have theatre audiences select the best picture of the month with the best picture of the year to be chosen at the end of 12 months.

The "emergency defense committee" consists of Marcus, Myers, Berger, Jack Kirsch, Horace Adams, Irving Dollinger, Abe Berenson, Rube Shor, Wilbur Snaper, and Nat Yamins, with Myers serving in a consultative capacity.

Attending the board meeting were Marcus, Beverly Miller, Leo Wolcott, Morris Finkel, Reuben Shor, Nathan Yamins, Glen D. Thompson, Sidney Samuelson, Robert Wile, Harold Pearson, Abe Berenson, Trueman Rembusch, Hal Gilbert, Edward Sullivan, Roy Kalver, Elmer Nolte, Sidney Goldberg, Leon Bach, Morris Adams, Alec Sniderman, and Frank H. Durkee.

W. Va. Allied Elects Schultz As President

WHITE SULPHUR SPRINGS, W. VA.—At the convention meeting of the West Virginia Allied Theatres Association last week at the Greenbrier Hotel, Don Schultz was elected president; Don Keesling was named first vice-president; H. J. Gilbert, Sr., second vice-president; H. J. Gilbert, Jr., secretary-treasurer; retiring president Max Matz became board chairman; Rube Shor, national director; and Gilbert, Sr., alternate national director.

Speakers were Colonel H. A. Cole; Ben Marcus, National Allied head; Rube Shor; Trueman Rembusch; Nathan Yamins; and Sidney Samuelson.

Film terms were discussed; Cole said Allied would not seek further tax relief at this time; and the convention voted unanimous approval of the "declaration of emergency" issued by the National Allied board.

French To Promote Films Here

NEW YORK—It was learned last week that Georges Lourau, president, Unifrance, a French government agency corresponding to the Motion Picture Export Association here, or Robert Cravenne, executive secretary, or both will come here in October to set up an office for the promotion of French-made film product.

It is not known how much, if any, of the funds for the project will stem from the \$700,000 awarded the French government by the MPEA in the film agreement between the two nations.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

WARNERS

"The Bounty Hunter"—Okeh outdoor action entry.

20TH CENTURY-FOX

"The Egyptian"—Well made spectacle headed for better grosses.

PARAMOUNT

"White Christmas"—Names and VistaVision debut should account for high grosses.

Farr Elected Head Of Texas D-I Group

SAN ANTONIO—The Texas Drive-In Theatre Owners Association last week elected Jack Farr, Houston, as president. Other officers are Arthur Landsman, San Antonio; W. L. Peck, Dallas, and Dub Blankenship, Lubbock, vice-presidents; Charles Weisenberg, Dallas, secretary; and Tim Ferguson, Grand Prairie, treasurer. Board members include Eddie Joseph, Austin; Don Dcuglas, Dallas; and Ruben Frels, Victoria.

Landsman, general convention chairman, opened the two-day session, and attorney Everett Looney addressed the group on the problem of racial segregation in drive-ins. Preston Smith, past president, discussed public relations, and also speaking were R. B. Jones and W. A. Stacy, on drive-in upkeep. The unit invited drive-in operators from bordering states to join them.

Robert J. O'Donnell, Interstate Theatre Circuit vice-president and general manager, was principal speaker on the second day, and he urged greater drive-in showmanship. Also addressing the organization was Frank M. Tiller, dean of engineering, Lamar State College of Technology, who discussed improved lighting for open-airers through new lamps that triple screen illumination without further heating of film.

Al Reynolds presided over a concession forum, and other talks included Jimmy Lands, "Defense And Disaster Relief;" James Skinner, "New Processes;" Angus McDonald, "Insurance Problems;" Jack Potchernick, "New Tax Depreciation And Its Benefits;" and C. J. Connor, "New Highway Regulations Affecting Drive-Ins."

A banquet closed the convention.

Vogue May Bid

CHICAGO—The Lambert Felix Circuit's Vogue last week was given the right by Warners and Columbia to bid day and date against B and K's Century for subsequent run films, which the Vogue claimed in a recent suit it did not have. The other film companies had allowed the Vogue to bid.

Mirisch Sells AA Stock

WASHINGTON, D. C.—The Securities and Exchange Commission announced last week that Harold J. Mirisch, vice-president, Allied Artists, had sold his wife's 800 shares of common stock in the company, decreasing their holdings to 28,960 shares.

AND NOW WARN

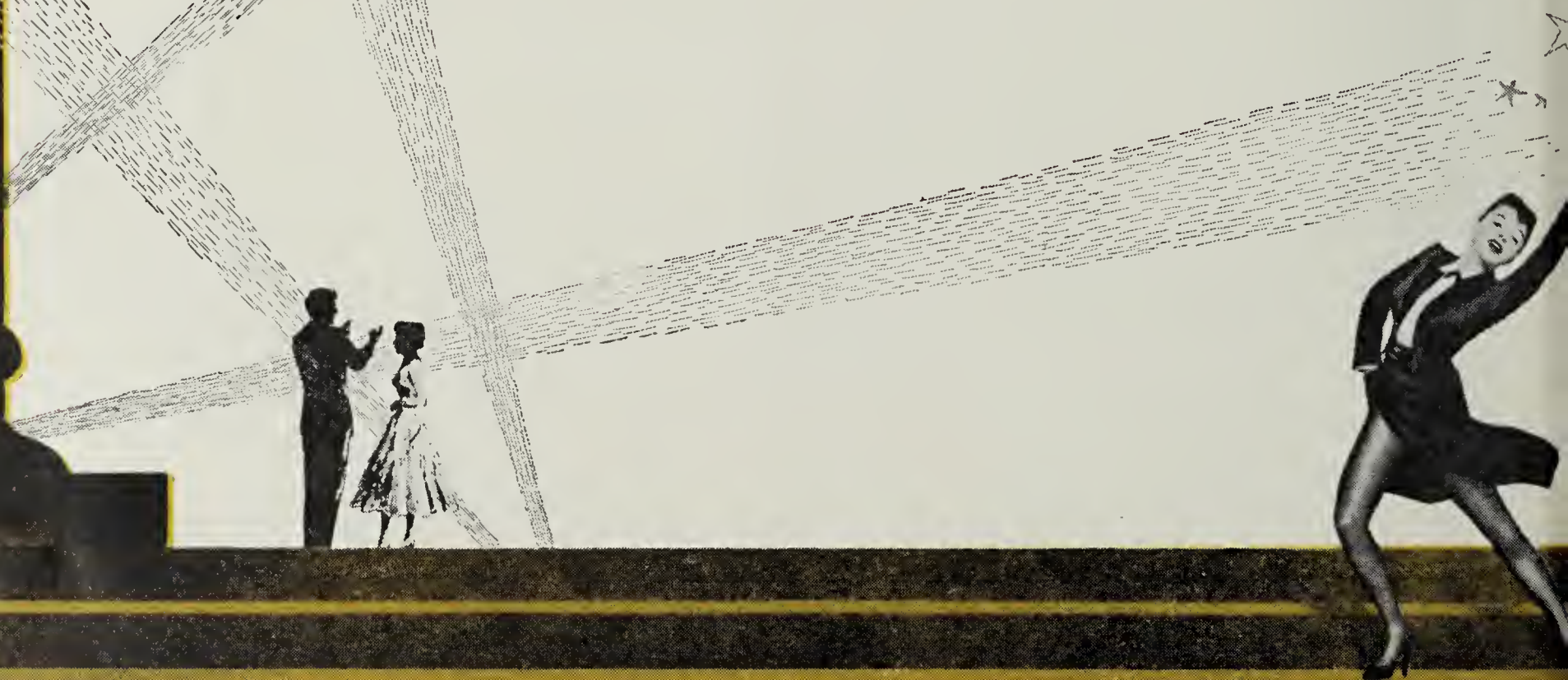
Judy Garland

⁶⁶ "A Star

THE MOST ANTICIPATED

Septem

ARKOPANTAGES THEATRE,



CINEMASCOPE

TECHNICOLOR
STEREOPHONIC SOUND

ALSO STARRING
JACK CA

WARNER BROS. PRESENT

James Mason

is Born

STORY OF A BOY WHO GOT INTO SHOW BUSINESS

Releasing on **October 29th**

at the **WARNER ANGELES**



• CHARLES BICKFORD

WITH TOM NOONAN • MOSS HART • GEORGE CUKOR • HAROLD ARLEN AND IRA GERSHWIN
PRODUCED BY SIDNEY LUFT A TRANSCONA ENTERPRISES PRODUCTION

DIRECTED BY
PRESENTED BY WARNER BROS.

6 NEW SONGS BY
MUSICAL DIRECTION BY RAY HEINDORF



Miscellaneous

In The Newsreels

IN ALL FIVE:

Denver: President and Mrs. Eisenhower on vacation. Arabia: Mecca pilgrimage.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 70) Korea: Citizens of Seoul protest U.S. troop withdrawal. Greece: Soviet released hostages. Near Lomax, Ill.: Train wreck. Japan: Aqua aces star in Tokyo meet. Los Angeles: Sheriff's rodeo.

NEWS OF THE DAY (Vol. XXVI, No. 200) Brussels: France blocks European Army plan. San Francisco: Oldsters on first night. Near Lomax, Ill.: Train wreck. Germany: Army's new mine detonator. Long Beach, Cal.: Junior aqua stars. Los Angeles: Sheriff's rodeo.

PARAMOUNT NEWS (No. 3) Omaha: Eighth annual Air Force Association convention. Brussels: France blocks European Army plan. Brookline, Mass.: National tennis doubles. Los Angeles: Sheriff's rodeo.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 598) Near Lomax, Ill.: Train wreck. Washington: 83rd Congress adjourns. Canada: U.S. Marines at Fort Henry. Germany: Army's new mine detonator. Greece: Soviet released hostages. Los Angeles: Sheriff's rodeo.

WARNER PATHE NEWS (Vol. 26, No. 5) Brussels: France blocks European Army plan. Washington: 83rd Congress adjourns. Germany: Army's new mine detonator. India: Birthday of Independence marked at New Delhi. Spanish Morocco: Ancient ceremony celebrates Islam feast at Jeddah. Brookline, Mass.: National tennis doubles.

MOVIE TONE NEWS (Vol. 37, No. 69) Brooklyn, N. Y.: Teen age crime wave shocks nation. Munich: Metal workers strike. Greece: Athens students demand Cyprus for Greece. Morocco: Sultan guarded. England: Hastings town criers in contest. Munich: Walrus dampens audience spirit. Hempstead, N. Y.: Bernard Baruch's 84th birthday. Germany: Kayak slalom. New York Catskills: Marciano-Charles train.

NEWS OF THE DAY (Vol. XXV, No. 303) Brooklyn, N. Y.: Teen age crime wave shocks nation. Ft. Meade, Md.: U.S. Army tests TV for use in combat. St. John, N. B., Canada: 'Copter rescues man on chimney. Hempstead, N. Y.: Bernard Baruch's 84th birthday. Italy: Fashions. Lake Opechee, N. H.: Water ski championships. Germany: Kayak slalom. New York Catskills: Marciano-Charles train.

PARAMOUNT NEWS (No. 2) Italy: De Gasperi mourned. Ft. Meade, Md.: U.S. Army tests TV for use in combat. San Francisco: Ex-Red soldiers to tour U.S. St. John, N.B., Canada: 'Copter rescues man on chimney. New York City: Back to school fashions. New York Catskills: Marciano-Charles train.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 597) Ft. Meade, Md.: U.S. Army tests TV for use in combat. Hammonton, N. J.: Forest fire. In The Mediterranean: Mighty armada. Korea: Liberation anniversary in Seoul. Washington: Son of former president Hoover named Undersecretary of State. San Francisco: Ex-Red soldiers to tour U. S. Chicago: Dog hero.

Exhibitors Plan To Join In New York Tax Fight

NEW YORK—It was learned last week following an exhibitor meeting at Loew's home office that plans are underway to join all of the city's theatres as party plaintiffs in the Queens admission tax suit against the city through the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association.

It is expected that the MMPTA and ITOA will prepare briefs which will be presented to Supreme Court Justice Nicholas Pette asking permission for the exhibitor organization's members to join the suit after posting the necessary bonds.

Theatres plan to notify patrons through lobby displays and placards to save their admission ticket stubs as it is possible that they may get a refund pending the determination of the expected Sept. 13 hearing on the temporary injunction which Judge Pette has granted.

Attending the meeting were Harry Brandt, Morton Sunshine, and Adolph Kaufman, representing ITOA; Emanuel Frisch and D. John Phillips, representing MMPTA; Eugene Picker, Leo Friedman, Thomas Bress, and Donald Schiff, representing Loew's; Milton Rosenblum, attorney for RKO Theatres; and Martin Newman, Century Theatres.

GPE Declares Dividend

NEW YORK—Directors of General Precision Equipment Corporation declared a dividend last week of 50 cents per common share, payable on Sept. 15 to holders of record on Sept. 9. The board also declared 72½ cents on the \$2.90 cumulative convertible preferred; and \$1.25 on the \$5 cumulative preferred, Series A, 1952; Series A, 1954; Series B; and Series C.

South Gate, Cal.: Kid riders. New York Catskills: Marciano-Charles train.

WARNER PATHE NEWS (Vol. 26, No. 4) Korea: Liberation anniversary in Seoul. Greenland: Explorers end two-year mission at Britannia Lake. Ft. Meade, Md.: U.S. Army tests TV for use in combat. New York City: President and Mrs. Eisenhower register for fall election. Hempstead, N. Y.: Bernard Baruch's 84th birthday. San Francisco: Ex-Red soldiers to tour U.S. Vancouver, B.C.: Animals meet kids. San Francisco: Forty-Niners whip Giants. Wendover, Utah: Racer smashes 17 records in 12-hour grind.

NATIONAL LEGION OF DECENCY

Aug. 26, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Brigadoon" (MGM); "The Detective" (Columbia); "Dagnet" (Warners); "Duel In The Jungle" (Warners); "Kyber Patrol" (UA); "Tobor, The Great" (Republic); UNOBJECTIONABLE FOR ADULTS: "Down Three Dark Streets" (UA); "Three Hours To Kill" (Columbia); "Voice Of Silence" (IFE); OBJECTIONABLE IN PART: "City Stands Trial" (IFE); "The Gambler From Natchez" (20th-Fox). NOTE: "Voice Of Silence" (IFE)—This classification is applicable only to prints shown in continental U.S.A.

Reade Names TOA Convention Leaders

NEW YORK—Walter Reade, Jr., TOA president, announced last week the co-chairmen of the 1954 TOA convention, combined with the TESMA-TEDA-TOA-IPA trade show, on Oct. 31 through Nov. 4 at the Conrad Hilton Hotel, Chicago.

The co-chairmen are Roy Cooper, Roy Cooper Theatre Company, San Francisco; George Kerasotes, Kerasotes Theatres, Springfield, Ill.; and Horace Denning, Dixie Drive-In Theatres, Jacksonville. Other conventions have had a single chairman.

"It is time for the grass roots to share in the harvest," is the convention slogan. It was suggested by Mrs. Myra Stroud, executive secretary, Missouri-Illinois Theatre Owners.

Serving as advisers to the 1954 convention committee, Reade said, will be the TOA leaders who spearheaded the 1953 convention, John Balaban, David Wallerstein, and Abe Platt, all of Balaban and Katz.

The convention committee will consist of the heads of the 27 TOA state and regional units, including R. M. Kennedy, Alabama Theatres Association; Harry Lamont, Theatre Owners of Albany; K. K. King, Independent Theatre Owners of Arkansas; James S. Carbery, Motion Picture Theatre Owners of Arkansas, Mississippi, and Tennessee; L. S. Hamm, Northern California Theatre Association; Pat McGee, Colorado Association of Theatre Owners; George H. Wilkinson, Jr., Motion Picture Theatre Owners of Connecticut; J. H. Thompson, Motion Picture Theatre Owners and Operators of Georgia; Edward G. Zorn, United Theatres of Illinois; J. Leo Hayob, Kansas-Missouri Theatre Association; R. R. Livingston, Nebraska Theatre Association; Maurice Miller, New Jersey TOA; George J. Gammel, Motion Picture Theatre Owners of New York State; Howard Anderson, Theatre Owners of North and South Carolina; Morris Loewenstein, Theatre Owners of Oklahoma; Edward M. Fay, Theatre Owners of Rhode Island; Lewen Pizor, United Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey, and Delaware; Lester Kropp, Missouri-Illinois Theatre Owners; Stacey Wilhite, Tennessee Theatre Owners Association; Henry Reeve, Texas Theatre Owners Association; A. Julian Brylawski, Motion Picture Theatre Owners of Metropolitan D. C.; J. C. Shanklin, Motion Picture Theatre Owners of West Virginia; J. J. Rosenfield, Theatre Owners of Washington, Northern Idaho, and Alaska; Tom Ribble, New Mexico Theatre Association; Al Forman, Oregon Theatre Owners Association; and Carle E. Anderson, Montana Theatres Association.

Major companies will present important scenes from their current and future product at a special convention screening on Nov. 1.

Columbia, 20th-Fox, and RKO already are preparing special reels, and other companies are expected to take advantage of this opportunity to give a preview of their product to the nation's leading exhibitors. Reade remarked that at many gatherings, the industry's leading commodity, films, is hardly discussed.

The story of **THE NOTORIOUS BRETT WADE**
LAST OF THE FRONTIER GAMBLERS!

He earned his keep
with cards!

Bought his reputation
with bullets!

And borrowed
his love where
he found it!



Universal-International presents

RORY CALHOUN

PIPER LAURIE

DAVID BRIAN

KATHLEEN HUGHES

ALEX NICOL

with EDGAR BUCHANAN • MARA CORDAY • SKIP HOMEIER

DAWN AT SOCORRO

COLOR BY

Technicolor

Directed by GEORGE SHERMAN • Written by GEORGE ZUCKERMAN • Produced by WILLIAM ALLAND



—Another Picture with that **UNIVERSAL APPEAL!**—



Dean Martin and Jerry Lewis lead a motorcade composed of 100 newsmen along Atlantic City's famed boardwalk, lined with crowds, to the Warner,

scene of the world premiere of Paramount's "Living It Up" and the observance of the fabulous comedy team's eighth anniversary together.



Premiere activities began with an early morning broadwalk telecast via NBC's "Today" program. Martin and Lewis, accompanied by announcer Jack Lescoulie, are clowning with that educated chimp, J. Fred Muggs, as an enthusiastic gathering enjoys the amusing high jinks and many celebrities.

MOTION PICTURE
EXHIBITOR
FEATURE

M-L "Live It Up"

INDUSTRY press representatives have long been conscious of the importance of titles in motion picture promotion, but seldom was the point made more pleasantly than at Paramount's premiere festivities for Martin and Lewis' latest, "Living It Up."

More than 100 reporters, radio, and TV personalities were transported to New Jersey's playground, Atlantic City, for the bow at the Warner, and also the celebration of the comedy team's eighth anniversary. Janet Leigh, also starring in the film, was on hand and the early morning premiere goings on were reported by the NBC-TV cameras on Dave Garroway's "Today."

At such times, no newsman will disagree when told he reports the activities of the most glamorous industry in the world.



In front of the Warner, the comedy team welcomes the thousands of fans along with Janet Leigh, co-star of the film, and disc jockey Fred Robbins.



Dean and Jerry are welcomed to the New Jersey playground by Atlantic City's Mayor Altman, who seems a bit uncertain as to what the zanies plan.



As pretty a welcoming committee as could be imagined greets the comics, being interviewed by Lescolie as the NBC cameras record the scene for TV.



The lovely Miss Leigh, at microphone, conducts at the Traymore a fashion show of clothes she wore in "Living It Up." More than 100 newsmen were brought by Paramount to the seashore for the premiere and anniversary.



Miss Leigh spends considerable time signing autographs for happy youngsters at the Traymore Hotel until Jerry Pickman, right, Paramount advertising-publicity-exploitation vice-president, is able to spirit her off to premiere.



The three stars clown with the anniversary cake at the 500 Club celebration attended by the 100 press representatives from 18 different cities.



Lewis and Mel Konecoff, MOTION PICTURE EXHIBITOR associate editor, dressed for the beach, clown for the benefit of boardwalk oglers and others.

Starr Proposes Global Alliance

NEW YORK—Alfred Starr, Tennessee exhibitor and former president, Theatre Owners of America, returned last fortnight from a two-month European trip, with the proposal that "an international alliance of exhibitors is an eventuality and that the TOA keep in mind and further explore the feasibility of such a plan."

He said it is the hope of the Cinematograph Exhibitors Association in Great Britain for a global alliance.

Starr continued, "An exchange of information regarding product, techniques, processes and equipment could be effected. However, before a world-wide exhibitor group is formed, it is logical and advisable that U.S. exhibitor groups form their own alliance first."

He added that the film industry throughout the world would be much stronger if all exhibitors were united in a solid front because their bargaining position with distribution would be very much improved.

He revealed that at present, the TOA and CEA have a liaison whereby viewpoints and mutual problems are discussed. Bob O'Donnell, TOA board member, and Starr were in London at the time of the CEA convention and it is expected that CEA head Claude Whincup and Walter R. Fuller, CEA secretary, may attend the TOA convention in Chicago on Oct. 31-Nov. 4, at which time Starr may further exemplify his plans for an international association.

Starr mentioned that foreign exhibitors were grateful to Herman Levy, TOA general counsel, who on his European trip last year, informed them about theatre equipment for stereophonic sound.

Epilepsy Units Merge

NEW YORK—The Variety Club Foundation to Combat Epilepsy and the Epilepsy Association of New York merged last week into the United Epilepsy Association, it was announced by William J. German and Carl Marks, presidents of the former organizations. "The merger will enable us to increase our services in the field of epilepsy," the announcement said, "by eliminating the duplication that is inevitable when two separate groups are working in the same field."

The officers of the new United Epilepsy Association are Carl Marks, president; Edward L. Fabian and Robert S. Berson, vice-presidents; William J. German, treasurer; Spencer Witty, assistant treasurer; and Robert L. Horn, secretary. The board of directors includes George W. Brandt, Russell V. Downing, Harold L. Ganz, Harry E. Gould, Mrs. Seymour D. Hesse, Franklin S. Irby, George M. Ketchum, Revell McCallum, H. Houston Merritt, M.D., Charles B. Moss, Walter Reade, Jr., and Richard Walsh.

Konecuff

(Continued from page 6)

endings. He claims that in this respect foreign films have it all over us in that most of their films have tragic or sad endings and follow life more closely as a result. He does admit that there have been several American-made films with very sad endings, but these are in a definite minority, which is shameful, Miller opines.

As we re-read this press agented release, all kinds of thoughts ran through our mind:

(a) The Episcopal Churchnews needs a boost in circulation.

(b) Mr. Miller wants some personal publicity.

(c) Losing bingo players at church socials must be very sad people and deserve extensive coverage by "Churchnews."

(d) It's really too bad that audiences can pop into a theatre for a few hours of uplifting and get away from their personal problems and troubles.

(e) Mr. Miller must be a very unhappy individual and doesn't like to see others happy.

(f) If audiences want happy endings producers shouldn't give it to them. After all, what's money?

(g) Baloney. No matter how thin you slice it, it's still baloney.

THE METROPOLITAN SCENE: Thousands flocked to the Roxy for the world premiere of "The Egyptian," which was also a benefit show to aid the March of Dimes Emergency Fund Raising Campaign. Celebrities from both the east and west coasts were plentiful as were top industryites, social and civic leaders. Two TV stations covered as did newsreels, newspapers, radio, etc., while an army band played in front of the theatre. It was an impressive affair. . . . That trailer on "Dragnet" with Jack Webb just talking to the audience is an excellent job and should do quite a job of attracting for the picture to follow. . . . "Duel In The Sun" opens this week at the Mayfair. Incidentally, that film is creating an unusual situation for a re-issue in that there is a problem of supplying enough prints to satisfy exhibitor demands. We understand they have ordered 100 additional prints to take care of mounting bookings. . . . Fred Goldberg rejoins IFE as publicity manager leaving the public relations firm of Norton and Condon. Ben Kornzweig leaves IFE to go to Burstin Company, advertising and publicity organization. . . . Rivoli is admitting Boy Scouts at a special price to see an unusual short on scouting, "100 Unusual Boys," which is backing up the feature, "Rear Window." . . . Record on "High And Mighty" climbing towards the top with the other side, "Rear Window Theme—Lisa" also getting plenty of attention. . . . Okeh pressbooks are out on "Rear Window," "Broken Lance," "A Bullet Is Waiting." . . . A seven pound 10 ounce girl was born to the Irving H. Levins. The father is president of Filmmakers Releasing Organization. That's a pretty good release by itself. . . . Trainees at the New York Police Academy will be able to get in to see "Dragnet" for free at the Victoria. All they have to do is show their credentials.

Exhibitors (Continued from page 7)

Publicity and exploitation will be handled by independent organizations and field men will always be available to work locally with exhibitors. Monroe Greenthal Company will handle all advertising.

Said Schwartz, "We plan to custom-sell the first 3,000 or 4,000 situations and after these accounts have been sold, we will then aim at a saturation of the entire market by 'secondary' selling, including the probable use of exhibitor trade associations for direct dealing between DCA and groups of exhibitors." Both Boasberg and Schwartz cautioned that this phase of the sales operation was still in the tentative stage although some of the associations have already exhibited interest in the plan.

Schwartz further stated that much greater emphasis will be laid on point-of-sale cooperative advertising to further help eliminate some of the excess costs presently in distribution.

The company head revealed that about 30 exhibitors are the stockholders in the company although this does not mean that they will get preferential treatment in the distribution of product. The smallest amount purchased has been \$5,000 with buyers receiving three shares of common stock for every five shares of preferred purchased. There is no public offering, and initial capitalization has been set at \$1,000,000.

Other officers of the company include treasurer Martin Newman and counsel Herbert Schrank and Mitchell Klupt. Other additions to the executive staff will be announced shortly. Stockholders will elect a board of directors to include two member-exhibitors in addition to Schwartz, Boasberg, and Leslie Schwartz, brother to Fred and executive, Century Theatres, majority stockholder.

Tax Cut Aids E-K

ROCHESTER, N. Y.—Thomas J. Hargrave, chairman, Eastman Kodak Company, and Albert K. Chapman, president, announced last week that the company's consolidated net earnings for the 24 weeks ended on June 13 rose to \$28,134,192 from earnings in the comparable 1953 period of \$22,531,833. The net equalled \$1.60 per common share, compared with \$1.28 per common share in the first half of 1953. The executives stated that the increase was primarily the result of a decrease in the excess profits tax. The tax change allowed earnings to increase although a corresponding increase was not reflected in sales.

Consolidated sales amounted to \$278,132,132, about three per cent less than the record high of last year's first half. Earnings before taxes this year were \$59,919,674, down 15 per cent from last year's comparable period.

A Boy For The Sperlings

HOLLYWOOD—Mr. and Mrs. Milton Sperling became the proud parents of a son last week, when a baby boy weighing seven pounds, two ounces was born to Betty Sperling at Cedars of Lebanon Hospital, Los Angeles. Dr. Leon Krohn was the attending physician. The baby is as yet unnamed. Mrs. Sperling is the daughter of H. M. Warner, Warners' president. Sperling is the head, United States Pictures.

DEAL DIRECT AND SAVE
on Quality Theatre Equipment

Factory-to-you Values on the BEST for Drive-ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE.

First American products, inc.
1717 Wycandotte St., Kansas City 8, Mo.

The Editor Speaks

IT IS HEARTWARMING to see the throngs crushing and milling to see that great motion picture, "Gone With The Wind." The fantastic lure of this epic proves absolutely that the true greatness of this "magic lantern" business of ours has not "Gone With The Wind."



PAUL MANNING

TODAY more than ever before our industry needs men of such vast vision and ability as David O. Selznick, the guiding genius who produced this picture, along with other great monuments of entertainment. Never before has the spirit of any era been so completely captured and lovingly reborn as in this film which sweeps through the years with timeless majesty. We are indeed humble in its reflected glory.

TODAY'S TREMENDOUS RETURN of public support to motion pictures as their best form of entertainment has brought the happy flush of victory to Hollywood. However, reports from exhibitors indicate that harmony between exhibition and distribution is not what it should be. All should realize that in our ever changing business, not a single person is expendable. For a distributor to sit and look the other way while small independent exhibitors slowly wane, due either to lack of product or high terms, is callous, shortsighted, and utterly foolish.

MUST THERE ALWAYS BE WAR—and talks of war in our great industry? Where are the elder and wiser statesmen with sage advice? Surely there is enough today for all! It seems such folly to allow it to become feast for some and famine for others!

STUDIO SURVEY appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9075 West Pico Boulevard, Los Angeles 35, California. For other information, address **MOTION PICTURE EXHIBITOR**, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 7, No. 9 September 1, 1954

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

PARAMOUNT'S

"SABRINA"

starring

HUMPHREY BOGART, AUDREY HEPBURN, WILLIAM HOLDEN

with

WALTER HAMPDEN, JOHN WILLIAMS, MARTHA HYER, JOAN VOHS

Produced and directed by Billy Wilder.

Screen play by Billy Wilder, Samuel Taylor, and Ernest Lehman, from the play by Samuel Taylor.

20TH CENTURY-FOX'S

"BROKEN LANCE"

starring

SPENCER TRACY, ROBERT WAGNER, JEAN PETERS, RICHARD WIDMARK

with

KATY JURADO, HUGH O'BRIAN, EDUARD FRANZ, CARL HOLLIMAN, E. C. MARSHALL, CARL BENTON REID, PHILIP OBAR, ROBERT BURTON.

Produced by Sol C. Siegel. Directed by Edward Dmytryk.

Screen play by Richard Murphy. Based on a story by Philip Yordan.

A CinemaScope production. Color by Deluxe.

WALT DISNEY'S

"THE VANISHING PRAIRIE"

A True-Life Adventure feature released by Buena Vista Corporation.

Photographed by Tom McHugh, James R. Simon, N. Paul Kenworthy, Jr., Cleveland I. Grant, Lloyd Beebe, Herb Crisler, Dick Borden, Warren Garst, Murl Deusing, O. S. Pettingill, Jr., S. V. Jewell, Ben Harwell.

Associate producer, Ben Sharpsteen. Directed by James Algar.

Script by James Algar, Winston Hibler, Ted Sears. Narrated by Winston Hibler.

Music by Paul Smith.

Special process by Ub Iwerks. Animation effects by Joshua Meador and Art Riley

Print by Technicolor.

Here Are Some Pleased MPE Laurel Award Winners



MARILYN MONROE
Number One female star of the year.



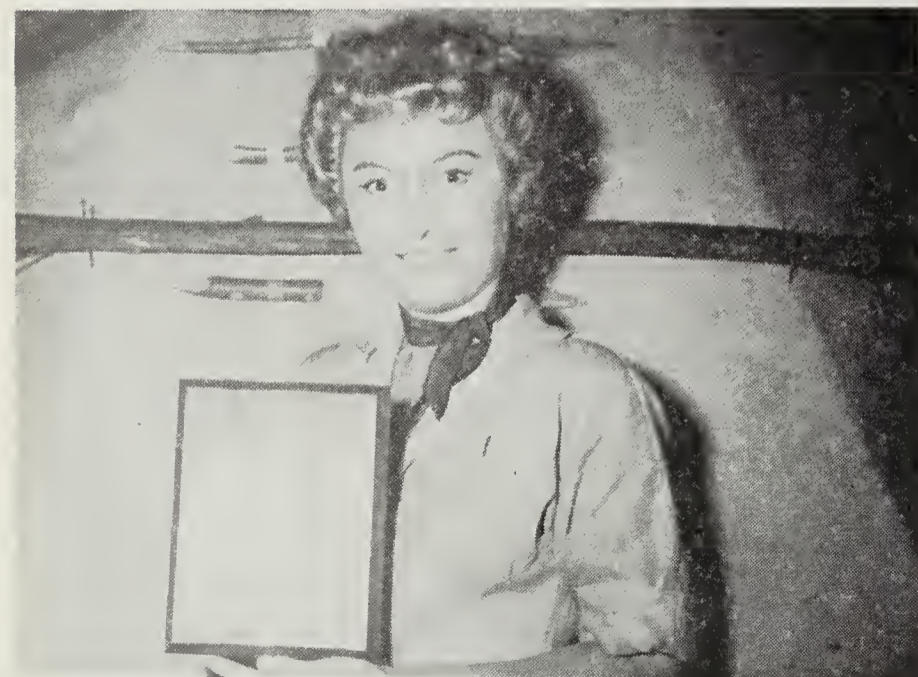
SUSAN HAYWARD
Honored for her boxoffice power and her splendid performance in 20th-Fox's "With A Song In My Heart."



KIRK DOUGLAS
Honored for his stirring performance in Paramount's "Detective Story," voted the best male dramatic performance in the past five years.



JOHN WAYNE
Honored for his boxoffice power and his performance in Republic's "Sands of Iwo Jima," voted the top action role by an actor in the past five years.



BARBARA STANWYCK
Honored for her superb role in 20th-Fox's "Titanic," voted among the top dramatic performances of the year.



VIRGINIA MAYO
Honored for her constant rating as one of the Top 10 Laurel Awards stars.

The Men Behind The Cameras Also Were Honored



CECIL B. DE MILLE (with Paul Manning)

Honored for Paramount's "The Greatest Show On Earth," voted the best drama in the past five years, and also as top producer-director in every Laurel Awards poll conducted thus far.



BUDDY ADLER

Honored as producer of Columbia's "From Here To Eternity," voted the best drama of the year.



EDWIN H. KNOPF

Honored as producer of MGM's "Lili," voted the best musical of the year.



OTTO PREMINGER

Honored as producer-director of UA's "The Moon Is Blue," a Laurel Awards Topliner comedy feature, and also as a Top 10 producer-director.



F. HUGH HERBERT

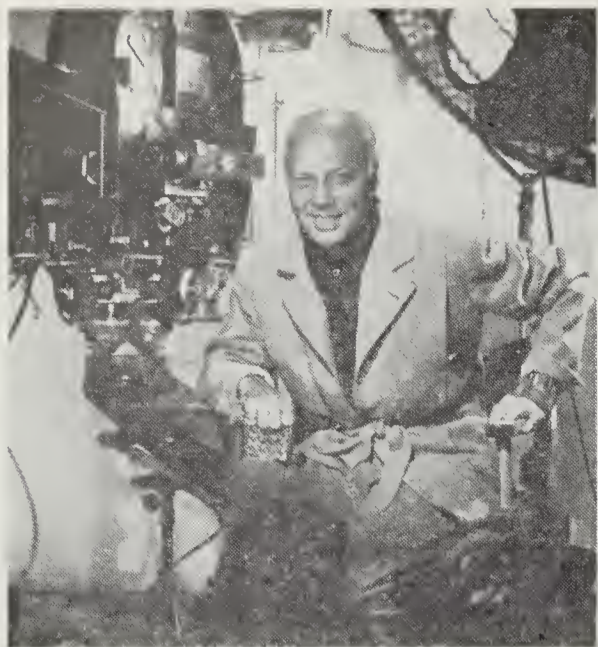
Honored as co-producer of UA's "The Moon Is Blue," voted a Topliner comedy feature.



CHARLES BRACKETT

Honored as producer of 20th-Fox's "Titanic," voted a Topliner Laurel Awards feature.

Meet Mitchell Leisen



MITCHELL LEISEN

THE NAME of Mitchell Leisen rates in motion pictures as high as Joe DiMaggio in baseball. Leisen, one of Hollywood's top ten directors, has socked out many a solid home run for new boxoffice records and at the moment of this writing is stepping up to bat for Metro by directing "The Paris Story" which will star Anne Baxter and the bright new star, Steve Forrest.

THE MILLIONS of people who viewed the colorful Academy Awards Oscar presentation last year were enthusiastic about the superb decorations and the fine coordination apparent in this mammoth and artistic presentation. All this was planned and put into slick operation by Leisen.

LEISEN was born in Menominee, Mich., the son of the heir to the Leisen-Henes Brewing Company. At school, he was an eager athlete but a foot injury kept him from participating to any great extent. With his intense desire and will to do creative things, he turned his energies and talents towards the arts.

LEAVING SCHOOL, his ability to draw, design, and illustrate was noticed and he worked for newspapers and leading architects. After a time, he decided to take a look-see at Hollywood.

HIS COUSIN was a well-known actress of that day and he was thrown in with top level Hollywoodians from the day he arrived. At one party, he met Cecil B. DeMille and as filmland party conversations drift about, it wasn't long before Leisen was bubbling over with ideas for original costumes and set decorations. Always on the lookout for fresh ideas, and good ones, DeMille signed Leisen to design all the costumes for his production, "Male And Female."

HIS WHIRLING BRAIN became jammed with ideas for startlingly new and daring costume designs. Out of these dream designs, Leisen created the gown which even today Hollywood considers the best original gown design of all time, the famous peacock dress which the glamorous Gloria Swanson wore in "Male And Female."

FOR A FULL DECADE Leisen worked for C. B. DeMille, branching out here and there to help with set decoration, set designs and watching, watching, his hungry eyes and alert mind taking in what was going on in this mad and wonderful movieland!

THEN, AS DEPRESSION struck a heavy blow, and thousands of unemployed

GOOD THINGS TO COME FROM HOLLYWOOD . . .

Paramount's "Sabrina"

"Sabrina" is ready money in the bank! This little gem has the sparkle of a pure white diamond—the deep rich glow of a ruby—the soft velvet sheen of a perfect pearl—plus the wallop of a hydrogen bomb! Here is entertainment—real entertainment!

Yup—that's just about the way I sum up this Billy Wilder produced-and-directed, breeze of a picture. The nearly two hours running time whizzes by like ten short minutes and what an engrossing ten minutes it has been! There is little doubt that cash customers of all ages, sizes, and sexes will come running when the word gets out about "Sabrina."

Billy Wilder, past master at the adroit and witty in motion picture production, will find this little jewel of his a mighty hard deal to top. Audrey Hepburn proves solidly to the skeptics that "Roman Holiday" was no "flash-in-the-pan" role. This gal has a something which burns deep, bright, and steady—something which assures her stardom for many movie moons to come. Backed by brilliant performances by Bogart, Holden, and a real top notch cast . . . this dilly will roll up smash grosses.

Miss Hepburn can thank those four big "W's" for her skyrocket success in films . . . two of the W's for William Wyler, who guided her in "Roman Holiday," and the second and equally as important double W for Bill Wilder, for his scintillating "Sabrina." I am assuming that Billy means William.

—P. M.



Seen above are three scenes from Paramount's new hit comedy, "Sabrina," received enthusiastically in preview screenings and starring Humphrey Bogart, Audrey Hepburn, and William Holden, and, lower right, veteran producer-director Billy Wilder.

walked the streets, Leisen, his pride pocketed, picked up extra player bits wherever he could. He learned what goes on in front of the camera. Later, with the depression on the wane, Leisen had added immeasurably to his film knowledge. He heard that Paramount was in need of an assistant director for the feature "Tonight Is Ours," starring Claudette Colbert and Fredric March. He got the job.

HE PROVED so valuable in this capacity that he was again teamed with the same director, Stuart Walker, to do "The Eagle

And The Hawk." The top brass of Hollywood now recognized Leisen as a fellow who knew his business. From that day, he was marked as one of the coming young directors.

HIS FIRST SOLO directing chore for Paramount was "Cradle Song," followed closely by "Death Takes A Holiday." Both pictures were big hits, and Mitchell Leisen was on his way up that golden Hollywood ladder. In the years that followed he directed such all time hits as "Hold Back The Dawn," "To Each His Own," "The Mating Season," to name a few.—P. M.

NEWS OF THE

Territory

New York City
Crosstown

Six thousand persons, including top show business personalities, civic officials, members of international society and luminaries from virtually all walks of life, filled the Roxy to capacity for the gala benefit world premiere of "The Egyptian." All proceeds of the premiere were turned over to the National Foundation for Infantile Paralysis to aid its emergency fund raising campaign. Crowds blocked traffic in the Times Square area as thousands jammed police barricades to view the arrival of celebrities to the kleig-lighted theatre. Among those present were Spyros P. Skouras, president, 20th-Fox; Michael Wilding and Gene Tierney, topcast in the picture; Michael Curtiz, director; Johnnie Ray, Helen Hayes, Eddie Fisher, Sarah Churchill, and Ralph Bunche. Also stars Rita Gam, Judy Holliday, Zsa Zsa Gabor, Nina Foch, Monica Lewis, Denise Darcel, Celeste Holm, Arlene Francis, Tex and Jinx McCrary, Eartha Kitt, Peggy Ann Garner, Roddy McDowell, to name a few. City dignitaries were on hand as well as Her Royal Highness, Princess Wirawan of Siam, who headed a contingent of United Nations internees. Theatre front activities were carried by public address system with music provided by the 42nd Infantry Division Band. The entire event received full TV, radio, and newsreel and newspaper coverage.

Jerome J. Cohen, Jerome J. Cohen, Inc., accompanied by his wife, is making an extensive trip throughout Europe, both for business and pleasure.

Ilya Lopert, president, Lopert Films, left for Venice, Italy, to continue production supervision on "Summertime," adapted from the stageplay, "Time Of The Cuckoo." . . . "Ugetsu," Japanese film which was co-winner of the grand prize at the 1953 Venice Film Festival, will have its American premiere at the



Recently returning to New York from a six-week trip to Europe where he set international premieres of "The Egyptian" was Charles Einfeld, 20th-Fox vice-president, pictured with Mrs. Einfeld and daughters, Linda and Lise.



This eye-arresting street banner, spanning Seventh Avenue at 50th Street, New York City, heralded the benefit world premiere of 20th-Fox's "The Egyptian," Roxy. Copy urged all viewers to purchase tickets to the debut, which aided the Emergency Fund Drive of The March of Dimes.

Plaza. . . Norton V. Ritchey, president, Allied Artists International Corporation, sailed for Europe.

Mike Simons, director of exhibitor relations, MGM, attended the Allied of West Virginia convention at White Sulphur Springs, W. Va.; was toastmaster of the Variety Club all-industry testimonial affair at the Sheraton-Cadillac, Detroit; and spoke at the Rotary Club of Hershey, Pa., on behalf of the 25th anniversary celebration there, in which the Hershey Playhouse is participating.

William B. Zoellner, head, MGM shorts and newsreel sales, was visiting eastern exchanges, including New Haven, Albany, Washington, and Philadelphia. . . . Lou Marks, Detroit assistant branch manager, MGM, was in for a brief home office visit. . . . Bill Ornstein, MGM trade contact, flew to Phoenix, Ariz., enroute to the Grand Canyon for a vacation. . . . Mort Blumenstock, Warners vice-president in charge of advertising and publicity, was in for conferences with home office executives and to set up campaigns for forthcoming productions.

Spyros P. Skouras, president, 20th-Fox, returned from Europe in time to attend the world premiere of "The Egyptian" at the Roxy.

Two Walter Reade houses, the St. James, Asbury Park, and the Lawrence Drive-In, Trenton, will bring the Marciano-Charles heavyweight championship fight at Yankee Stadium in New York on Sept. 15 to New Jersey. The St. James will be the nearest theatre to New York to present the fight, and the Lawrence Drive-In the only theatre in the Trenton area to telecast the event.

New Jersey
Newark

Official recognition of the 40th anniversary of the SW Regent, Paterson, N. J., was given by Mayor Lester T. Titus in a proclamation. A series of special events were set by manager Peter Warner for the anniversary party, including the local premiere of "Ring Of Fear." Some old time movies were

shown, all of which played the Regent during its early years. When the house was built by Jacob Fabian in 1914, "Dixieland" music was being created in New Orleans; and in keeping with the "then and now" theme of the celebration, Warner booked some top "Dixieland" musicians for personal appearance. The stage ceremonies were handled by James Gleason, WATV announcer. Mayor Titus introduced Simon H. Fabian, native of Paterson and president, Stanley Warner, whose father built the theatre. Several persons on the original staff of the house in 1914 participated in the celebration including Warren M. Yates, organist, who played old time favorites on the giant Hammond organ, which is still in the theatre. Other guests included a number of Patersonians who attended the gala opening performance back in 1914; also, a couple celebrating their 40th wedding anniversary, who were honored with gifts from local merchants. Each patron received a special anniversary gift through the courtesy of Shulton, Inc., and anniversary cake was served to all.

Oakhurst

The resignation of Helen Mourad, executive administrative secretary, Walter Reade Theatre organization, was announced by Walter Reade, Jr., president. She had been associated with the company for 26 years. Executive employees of the organization feted Miss Mourad at a farewell luncheon.

New York State
Albany

Charles J. Tobin, 72, who served as counsel and secretary, State Catholic Welfare Committee, since 1920, and who had been a force for motion picture censorship via the state licensing statute, died at his home of a heart attack. Survivors are his wife, two sons, two daughters, a brother and two sisters.

AUCTION

Movie Theatre—To Settle Estate
2 P. M. (DST)

Wednesday, September 22, 1954
TUNKHANNOCK, PA.

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Hudson County, New Jersey, SW managers recently grouped around Arthur Manfredonia, center left, manager, Stanley, Jersey City, N. J., and Anthony Williams, center, right, Hudson County district manager, in the lobby of the theatre after a luncheon was tendered Manfredonia upon his resignation after many years of association with the company. Manfredonia was the recipient of a gift.

Seymour L. Morris, director of publicity and exploitation, Schine Circuit, and his wife celebrated 24 years of married life. Morris, recently hospitalized in Gloversville, N. Y., for five weeks and confined to his home for several more weeks of recuperation, is back at work, although slowed down from his former too-fast tempo. They came here on their anniversary to visit daughter Jean, a student of New York State College for Teachers.

Area drive-ins have been urged to hold midnight shows by Labor Day for the Will Rogers Memorial Hospital Fund. Distributing companies will provide free film, if all receipts of the performance go to the fund.

Paramount branch manager Daniel R. Houlihan was set for the company's "Salute To The Future" from Aug. 29 to Dec. 4. The drive, marking Paramount's 40th anniversary, will be fan-fared by an effort to pile up record billings. . . . Paramount assistant division sales manager John Moore was in. He is a former local branch manager. . . . A familiar face back at her desk after a long absence, due to major surgery, is Mrs. Marie M. Eddy, Paramount accountant, with the company for almost 30 years. . . . William Zoellner, MGM short subject sales manager, was in at the local branch. . . . MGM branch manager Jack Goldberg is driving a new Cadillac. The old car went to Phil Baroudi, North Creek-Indian Lake exhibitor, in a mutually profitable deal.

. . . 20th-Fox employees recharged their systems at a picnic and outing at Lyons Lake, near Pittsfield, Mass. Co chairmen of the event were Mrs. Helen J. D'Amico and Wayne Carignan. . . . Nat C. Rosen, 20th-Fox branch manager, has a new secretary, Mrs. Betty Brinker, who replaced Elaine Bigsbee, who moved to Seattle.

Vacationers included Mrs. Margaret Hildreth, MGM cashier; Al Marchetti, U-I head booker; and Mrs. Marchetti, U-I cashier. . . . Fabian's Mohawk Drive-In had a Chevrolet sedan giveaway. . . . John Gardner has been receiving congratulations on the single-track optical sound CinemaScope installation at Turnpike Drive-In, Westmere, N. Y.

Nearly 100 industry workers and friends enjoyed themselves immensely at a Film Row steak roast in Picard's Grove. Prizes, games, and dancing topped off the event arranged by Frank Carroll, MGM office manager; Helen Wisper, MGM booker; and Mrs. Charlotte Lansing, Warners. Among those attending were Bob and Harry Lamont, Lamont Theatres, Albany; Mr. and Mrs. Charles F. Wilson, Bijou, Troy, N. Y.; F. Chase Hathaway, Hathaway's Drive-In, North Hoosick, N. Y.; Leonard L. Rosenthal, counsel and adviser on film buying, Upstate Theatres, Inc., and Mrs. Rosenthal; Mrs. Mary Flynn, Upstate Theatres booker; Saul J. Ullman, Fabian division manager; George Seed, manager, Cohoes, Cohoes, N. Y.;



Michael Curtiz, director, 20th-Fox's "The Egyptian," is seen at a recent trade press conference in New York City, at which he discussed the filmization of the CinemaScope spectacle.

Pat Patterson, manager, Leland, Albany; Tony Scalise, Messena and Alexandria Bay exhibitor; Sylvan Leff, Highland and Rialto, Utica, N. Y., and Town, Watertown, N. Y., and also representative, Realart Pictures; Max Fried, booker, Liggett-Florin, New York City; Leon Duva, Morris, Morrisville, N. Y.; and Mr. and Mrs. Dave Rosenbaum, Capitol, Elizabethtown, N. Y. Also, Betty Ho'comb, Perlmutter Theatres; Bill Carroll, Smith-Howell Film Delivery Service; George Schenck, Tri-State Automatic Candy Corporation branch manager; Jack Hamilton, Berlo Vending Company manager; Marge Doran, Mrs. Betty Dsakis, Viola McKosky and Gordon Bugie, all of Paramount; Howard Goldstein, Bill Hanley, Mrs. Dorothy Torrey, RKO; Leo Greenfield, U-I; Norman Jackter, Mrs. Ann Joyce, Carmela Mottolese, Shirley Lovenguth and Mary Ann Quest, all of Columbia; Bob Adler, Allied Artists; John Bylancik, National Screen Service; Mr. and Mrs. Jack Goldberg, Arthur Horn, Ralph Ripps, Mrs. Katherine Shea, Mrs. Margaret Maher, Mrs. Mary Savini, Mrs. Lillian Buschofsky, Mrs. Anita Kopitzky, Mrs. Margaret Hildreth, Frank Carroll, Helen Wisper, Steve Pochman, Mrs. Helen Dean, Rosemary Grillo, Mr. and Mrs. Jack Rule, all of MGM; Tom Barry, Clark Film Distributors; Ray Smith, Mrs. Charlotte Lansing, Mrs. Nancy De Sorento, Mrs. Evelyn Mallory, Harry Arnove, Mrs. Carrie Rogers, Mrs. Doris Senecal, Betty Herrick, Frank McCabe, Mrs. Marie Van Am-

(Continued on next page)



Faye Emerson and Skitch Henderson recently headed the benefit committee which spearheaded many pre-premiere activities on 20th-Fox's "The Egyptian," Roxy, with the debut benefitting the emergency drive for the March of Dimes. Seen, left to right, are Michael Curtiz, who directed



the film; Rita Gam; and Henderson; Roy Heatherton, left, taping an interview with William Moclair, managing director, Roxy; and a model displaying one of the costumes used in making the picture as Charles Einfeld, vice-president, 20th-Fox, and Curtiz look on in the background.



EYEING THE *Exchanges*

NEW YORK — Plans are being made for the Booker's Club annual outing, tentatively set for this month.

PARAMOUNT—The new ledger clerk, Rachel Spitzer, was formerly with Walter Reade Theatres. What is more, she got the job on her birthday. . . . Stanley Calman, picture reports, is spending his annual at Bradley Beach, N. J. . . . Switchboard gal Pearl Affissio is on her annual.

20TH-FOX — Booker's assistant Mae Stabile expected her Korean beau, Anthony, home around Labor Day. . . . Alice Schwartz, boxoffice department, is going on a motor trip vacation. . . . Seymour Cohen is having his office re-decorated. . . . Inspectress Alice Dupper is spending her vacation at the two dollar window at Saratoga.

UNITED ARTISTS—Booker's secretary June Hill is being kept busy with preparations for her Sept. 25 wedding. . . . Ray Liggins, boxoffice department, will spend Labor Day at Montreal. . . . The holiday weekend will also see booker's secretary Vana Smith off to Maine. Frances Varola, bookkeeping machine operator, is enjoying a Canadian vacation.

BONDED—Head shipper Frank Armstrong is on the vacation trail. . . . Night inspector Paul Shydrowsky is also vacationing.

RKO—Phil Heydeck, boxoffice department, is spending the holiday weekend at Provincetown and Nantucket. . . . Sales manager Herman Silverman and family are back from their Canadian jaunt. . . . Also on their annuals were cashier Jimmy Montana, Jersey booker Charles Raffaniello, and secretary to the sales manager Ruth Hirsch.

COLUMBIA—Gene Dailey, boxoffice department, weekends at Patchogue. . . . Back from their vacations are Harriet Miller, bookkeeping machine operator, and secretary Mattia Lynch. . . . Camille Patti, cashier's department, expects her beau Joe home from Korea. . . . Inspector Eddie Getner is vacationing.

ALLIED ARTISTS—Head booker Etta V. Segall is spending her vacation at the Bel-Air in Glen Spey, N. Y. . . . Salesman Meyer Solomon was also enjoying the benefit of a respite.

REPUBLIC — Switchboard operator Irene Anastasiou was horseback riding. . . . Back from her Catskill vacation was secretary Mary Nicolaou.

U-I—Brooklyn salesman Harold H. Rosen was in Maryland visiting his children who are at camp there. . . . A New England motor trip vacation is in the offing for Terry Schwartz, booker's secretary.

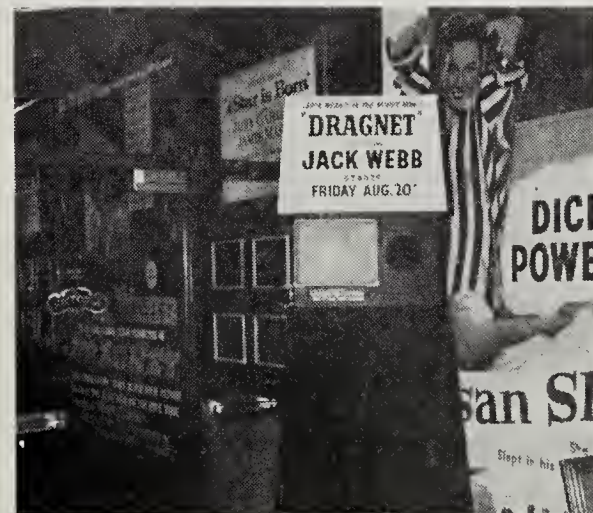


Jack Pardes, manager, Walter Reade's Park, Morristown, N. J., recently had a man in a gorilla outfit on the streets as bally for 20th-Fox's "Gorilla At Large" and also sent him to the weekly races at the Morristown Stock Car Track, where he was seen by over 4,000 people.

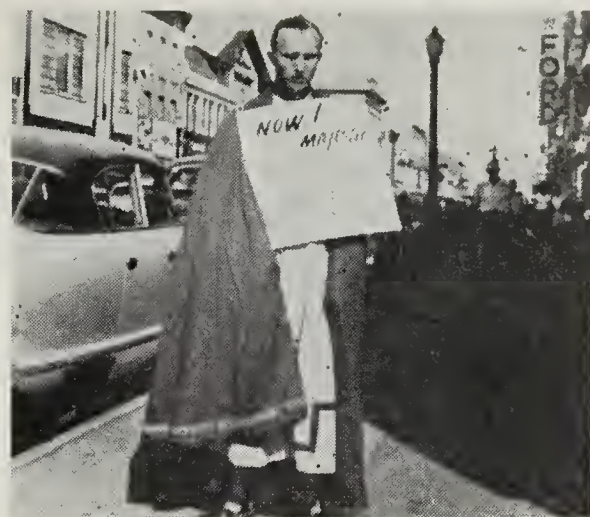
MGM—Secretary Gladys Braunstein was spending her vacation in Houston, Tex., visiting her sister. . . . Birthday congrats are in order for Achille E. Scotti on Sept. 9 and Harry Fitzer, Sept. 15. Both are in the film room. . . . Biller Sena Siegel and Lorraine Reiner, contract department, will enjoy a holiday weekend at Grand Lake Lodge in Connecticut.

WARNERS — Officites honored newly wed booker's secretary Ann Marcy with a luncheon at the Famous Kitchen where she was presented with a gift of a set of china. Miss Marcy was married at the Imperial Gardens in New York where her sister, Bernice Kaplinsky, also a booker's secretary at the exchange, was matron of honor. Miss Kaplinsky's husband, Jack, was best man and their children, Susan and Allen were junior bridesmaid and best man. The groom, Aaron Chayet, is in the construction business. After festivities, the couple left for a Canadian motor trip honeymoon. . . . Another office wedding is set for Sept. 4 when Lola Lederman, booking department, and Robert Nissenbaum tie the knot at the Breton Hall.

RAMBLIN' 'ROUND—Favorite secretary Jean Harris was at the Green Mansions enjoying the sunshine and the gentlemen. . . . Bell announced that its double bill exploitation show, "Waterfront Women" and "Forbidden Women," did fine on a run at the Brandt's Victory.



The recent use of a sound trailer on Warners' "Dragnet" in the lobby of the Victoria, New York City, attracted plenty of attention for the film's engagement at



A noble Roman roamed the streets of Perth Amboy, N. J., recently in this street bally for 20th-Fox's "Demetrius and The Gladiators," arranged by Ted Davidson, city manager, Walter Reade Theatres, for the film's opening at the Majestic.

Interboro head booker Jack Gelber was vacationing in Virginia. . . . Marty Wurtzberg, Five Boro buyer, was recovering from an accident.

—JOE DAVEY

Albany

(Continued from preceding page)

burg, all of Warners; Sidney Urbach, active Variety Club member, and many others, including some former Film Row employees. Prizes were donated by SW, Fabian, Benton, Lamont, Kallet and Smalley Theatres, as well as Jack Goldberg, MGM manager; Bill With, Palace manager; and Liggett-Florin, New York buying and booking agency.

Bath

Harold Lee, Schine's Babcock, recently secured the cooperation of the local playground director in getting coloring contest heralds passed out on "The Adventures Of Robinson Crusoe." Winners were announced at the playground and 25 passes awarded for best entries. The PTA president, Boy Scout and Girl Scout leader were advised on the picture.

Buffalo

Nine area drive-ins began their summer carnival of first-runs. The Broadway, Delaware, and Skyway Lakeshore offered "Francis Joins The Wacs" and "Tanganyika." The Buffalo, Park, and Sheridan scheduled "The Egg And I," and "Black Horse Canyon." The Aero,



This circus front recently attracted a great deal of attention at RKO Keith's, Syracuse, N. Y., for the engagement of Warners' "Ring Of Fear."

Cancer strikes 1 in 5

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Your gifts to the American Cancer Society help guard those you love.

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It is a sobering fact that cancer may strike anyone tomorrow: strike back today with a gift to the American Cancer Society. You may mail it, simply addressed CANCER, c/o your local post office.

American
Cancer
Society



Max Fellerman, general manager, Astor and Victoria, New York City, was recently welcomed by star Cary Grant on the set of "To Catch A Thief" at the Paramount coast studio, where the film is being made after being started on location in Cannes, France.

Skyway Niagara, and Star billed "Drums Across The River" and "Fireman Save My Child." Myron Gross also booked the first-runs for drive-ins last summer.

Nedra Gray, formerly secretary, Elmart Theatres, Inc., has been appointed confidential secretary to Elmer Lux in his capacity as president, Buffalo City Council. Mrs. Elsie Winton replaces Mrs. Gray as Elmart secretary.

Miss Philomena Cavanaugh, 83, the dean of Buffalo's ex-newspaper women and for many years public-relations director, Shea Theatres, died in Sisters Hospital. Miss Cavanaugh was a friend of the theatrical greats of yesteryear. She was a publicity executive and press-relations representative for the Shea for 43 years. She took her first fling at theatrical press agency with John Laughlin at the old Lyceum, where the Lafayette now stands. When Michael Shea opened his Park, later known as the Court Street, with William Farnum and a stock company, Miss Cavanaugh became his press representative. She remained with the Shea interests during the heydays of vaudeville until its decline. After retiring as publicity executive for Shea Theatres in the late 30's, she continued with the organization in an advisory capacity.



Bob Murphy, manager, Century, Buffalo, N. Y., together with Al Margolian, RKO publicist, and Phil Todaro, theatre publicity director, recently obtained the services of Florence Kane, prominent local model, for this shopper stopping department store window display on RKO's "Susan Slept Here."

Miss Cavanaugh's closest survivors are an aunt, Mrs. J. W. O'Connor, and an uncle, Jere Cavanaugh, both of this city.

Billy Keaton, chief barker, Variety Tent 7, is emcee of the Dollar Derby auction show featured by a local oil company on Buffalo's new TV station, WGR-TV.

—NEDRA GRAY

Glens Falls

Erling Odell, Jr., projectionist, Local 524, IATSE, leaves the industry this month to become a Seventh Day Adventist gospel minister. Odell, a veteran of 11 years in various phases of theatre operation, was formerly associated with the Mallers Brothers Circuit, Fort Wayne and Warsaw, Ind.

Watertown

Lou Hart, Schine's Avon, recently set an amateur photography contest with a local photography store. The store will run the contest along with a series of newspaper ads; the theatre will have a display of the photographs in the lobby; and the store will have a similar window display. There will be worthwhile prizes. Hart also arranged to place bumper strips on taxis. Copy reads, "If you can read this, you're too close to my 'Rear Window.'" He also arranged a series of coop newspaper ads on this picture, one being for a building supply company with copy reading, "Rear Window, Front Window, Any Window In Your House Can Be Supplied By Us."

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Allied Artists

(Monogram)

(1952-53 releases from 5301;
1953-54 releases from 5401)

(All features are being photographed for projection
In aspect ratios from 1.33 to 1.85-1)

- ARROW IN THE DUST**—ACMD—Sterling Hayden, Coleen Gray, Keith Larsen—Fast moving melodrama is packed with selling angles—80m.—see Apr. 7 issue—(Technicolor)—(5404).
- BITTER CREEK**—W—Wild Bill Elliott, Carleton Young, Beverly Garland—Okeh Elliott—74m.—see Feb. 24 Issue—(5423).
- BOWERY BOYS MEET THE MONSTERS, THE**—C—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65½m.—see June 2 issue—(5419).
- DESPERADO, THE**—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- DRAGONFLY SQUADRON**—ACD—John Hodiak, Barbara Britton, Bruce Bennett—Names should help Korean War film—83m.—see Feb. 10 issue—(S-2).
- FORTY-NINERS, THE**—W—Wild Bill Elliott, Virginia Grey, Henry Morgan—Standard Elliott—70½m.—see Apr. 21 issue—(5424).
- JUNGLE GENTS**—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 Issue—(5420).
- LOOPHOLE**—D—Barry Sullivan, Dorothy Malone, Charles McGraw—Suspenseful programmer—80m.—see Feb. 10 Issue—(5414).
- PRIDE OF THE BLUE GRASS**—D—Lloyd Bridges, Vera Miles, Margaret Sheridan—Colorful horse racing programmer for the duallers—71m.—see Feb. 10 issue—(Color)—(5410).
- RETURN FROM THE SEA**—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- RIOT IN CELL BLOCK 11**—MD—Neville Brand, Emile Meyer, Frank Faylen—Well-made prison meller is packed with angles—80m.—see Feb. 24 issue—(S-1).
- SECRET OF OUTLAW FLATS**—W—Guy Madison, Andy Devine, Kristine Miller—Routine series entry—54m.—see Feb. 10 issue—(5439).
- SECURITY RISK**—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- SON OF BELLE STARR**—OD—Keith Larsen, Dona Drake, Peggie Castle—Okeh programmer for the lower half—70m.—see July 15 issue—(Color)—(5309).
- TWO GUNS AND A BADGE**—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Jack Palance, Jean Wallace.
- BLACK PRINCE, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).
- BOB MATHIAS STORY, THE**—Bob Mathias, Melba Mathias, Ward Bond.
- BOWERY TO BAGDAD**—Leo Gorcey, Huntz Hall, Joan Shawlee.
- CRY VENGEANCE**—Richard Conte.
- DYNAMITE ANCHORAGE**—Dane Clark, Carole Mathews, Wayne Morris.
- HUMAN JUNGLE, THE**—Gary Merrill, Jan Sterling.
- KETCHIKAN**—Mark Stevens, Joan Vohs, Martha Hyer.
- KILLER LEOPARD**—Johnny Sheffield, Beverly Garland—(5412).
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott (Technicolor).
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley.
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England).

Astor

- CAT WOMEN OF THE MOON**—SFD—Sonny Tufts, Victor Jory, Marie Windsor—Science-fiction entry will fit into the duallers—64m.—see Feb. 10 issue—(3-D and 2-D).
- GIRL ON THE RUN**—see Honky Tonk Burlesque
- HONKY TONK BURLESQUE** (Girl on the Run)—MYMD—Frank Albertson, Richard Coogan, Rosemary Pettit—Mediocre effort for the exploitation houses—62m.—see Mar. 10 issue.
- ROBOT MONSTER**—SFD—George Nader, Claudia Barrett, Selena Royle—Exploitation entry will serve on the lower half—62m.—see Nov. 18 issue—(3-D and 2-D).
- THREE STOPS TO MURDER**—MYMD—Tom Conway, Mila Parely, Naomi Chance—Import will fit into the lower half—76m.—see Apr. 7 issue—(English-made).
- TURN THE KEY SOFTLY**—D—Yvonne Mitchell, Terence Morgan, Joan Collins—Average import for the art houses—81m.—see Feb. 10 issue—(English-made)—(Rank).

MOTION PICTURE

EXHIBITOR

SERVISECTION

The Check-Up of all features and shorts for an eight-month period

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Vol. 52, No. 18
SECTION 2

SEPTEMBER 1, 1954

TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barraud, Carmilla Horn—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)
(All features are being photographed for projection
in aspect ratios from 1.33 to 1.85-1)

- BAIT**—D—Cleo Moore, Huga Haas, John Agar—Okeh for the lower half—79m.—see Feb. 24 issue—Leg.: B—(639).
- BATTLE OF ROGUE RIVER**—OACD—George Montgomery, Richard Denning, Martha Hyer—Suitable for the lower half—71m.—see Mar. 10 issue—(Technicolor)—(637).
- BLACK EAGLE, THE STORY OF A HORSE**—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see May 19 issue—(714).
- BULLET IS WAITING, A**—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—83m.—see Aug. 25 issue—(Technicolor)—(712).

KEY

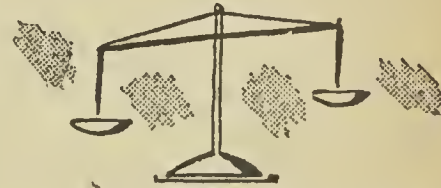
Leg. Is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	RD—Religious drama
DFAN—Drama fantasy	ROMC—Romantic comedy
DMU—Dramatic musical	ROMCMU—Romantic comedy musical
DOC—Documentary	ROMD—Romantic drama
DOCD—Documentary drama	ROMDMU—Romantic drama with music
DOCMD—Documentary melodrama	SAT—Satire
ED—Educational feature	SFD—Science fiction drama
F—Farce	SCD—Sex comedy drama
FAN—Fantasy	TRAV—Travelogue
FANMU—Fantasy musical	W—Western
FMD—Farce musical	WC—Western comedy
HISD—Historical drama	WCMU—Western comedy musical
MDMU—Melodrama musical	WD—Western drama
MD—Melodrama	WMD—Western melodrama
MUC—Musical comedy	WMDMU—Western melodrama musical
	WMU—Western musical

- CAINE MUTINY, THE**—D—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see June 16 issue—(Technicolor)—(701).
- CORONER CREEK**—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).
- DRIVE A CROOKED ROAD**—MD—Mickey Rooney, Dianne Foster, Kevin McCarthy—Programmer will fit into the duallers—82m.—see Mar. 10 issue—(638).
- GUNFIGHTERS**—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see July 14 issue—(713).
- HELL BELOW ZERO**—MD—Alan Ladd, Joan Tetzl, Basil Sydney—Ladd starrer packs plenty of action—91m.—see May 19 issue—(Technicolor)—(Made in England)—(709).
- HUMAN DESIRE**—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Aug. 11 issue—Leg.: B—(710).
- INDISCRETION OF AN AMERICAN WIFE**—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Apr. 21 issue—(Made in Italy)—(English dialogue)—(703).
- IRON GLOVE, THE**—MD—Robert Stack, Ursula Thless, Richard Stapley—Routine action programmer for the lower half—77m.—see Apr. 7 issue—(Technicolor)—(634).
- JOLSON STORY, THE**—BIDMU—Larry Parks, Evelyn Keyes, William Demarest—Reissue of musical hit should benefit from stereophonic sound—122m.—see May 5 issue—(Technicolor)—(SS).
- JUNGLE MAN-EATERS**—AD—Johnny Weissmuller, Karl Booth, Richard Stapley—Routine series entry—68m.—see June 2 issue—(707).
- LAW VS. BILLY THE KID, THE**—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see July 28 issue—(Technicolor)—(711).
- MAD MAGICIAN, THE**—MD—Vincent Price, Mary Murphy, Eva Gabor—Okeh programmer—72m.—see Mar. 24 issue—(3-D-640)—(2-D-657).

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the FACTUALLY HONEST Data as originally published in our "Pink Section" REVIEWS. It is ALL of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

MASSACRE CANYON—MD—Phil Carey, Audrey Totter, Douglas Kennedy—Okeh programmer—66m.—see Apr. 21 issue—(635).
MIAMI STORY, THE—MD—Barry Sullivan, Luther Adler, Adele Jergens—Suspenseful program meller—75m.—see Apr. 7 issue—(641).
ON THE WATERFRONT—MD—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see July 14 issue—(702).
OUTLAW STALLION, THE—OD—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see June 30 issue—(Technicolor)—(705).
PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see July 28 issue—(704).
SARACEN BLADE, THE—Ricardo Montalban, Bette St. John, Rick Jason—Average programmer for the duallers—76m.—see June 2 issue—Leg.: B—(Technicolor)—(633).

TO BE REVIEWED OR IN PRODUCTION

BLACK DAKOTAS, THE—Gary Merrill, Wanda Hendrix, John Bromfield—(Technicolor).
BLACK KNIGHT, THE—Alan Ladd, Patricia Medina—(Technicolor)—(Made in England).
CANNIBAL ATTACK—Johnny Weissmuller, Judy Walsh.
CANGACEIRO—Alberto Ruschel, Marisa Prado, Milton Ribeiro—(Brazilian-made)—(English titles)—Leg.: B.
DETECTIVE, THE—Alec Guinness, Joan Greenwood, Peter Finch—(English-made).
END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).
FIRE OVER AFRICA—Maureen O'Hara, MacDonald Carey—(Made in England, Spain, and Africa)—(Technicolor).
GREAT GREEN OG, THE—Robert Hutton, Gerald Mohr—(3-D).
I WAS A PRISONER IN KOREA—Robert Francis, Dianne Foster, E. G. Marshall.
JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.
LONG, GRAY LINE, THE—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).
MAIN EVENT, THE—Broderick Crawford, Roberta Haynes—(3-D).
MASTERS OF KANSAS—George Montgomery, Nancy Gates—(Technicolor).
NAKED WORLD, THE—Lex Barker, Eva Gabor, Robert Hutton.
PHIFFT—Judy Holiday, Jock Lemmon, Jack Carson—(Technicolor).
PIRATES OF TRIPOLI—Paul Henreid, Patricia Medina—(Technicolor)—(706).
PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Technicolor)—(Made in England and Germany).
PROUD ONES, THE—Michele Morgan, Gerard Philipe, Carlos Lopez Mactezuma—(Made in France and Mexico).
RIOT ON PIER SIX—Arthur Franz, Beverly Garland.
SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).
STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).
TEN WANTED MEN—Randolph Scott, Jocelyn Brando—(Technicolor).
THEY RODE WEST—Robert Francis, Donna Reed—(Technicolor).
THREE FOR THE SHOW—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).
THREE HOURS TO KILL—Dana Andrews, Donna Reed—(Technicolor).
VIOLENT MEN, THE—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—(Technicolor)—(CinemaScope).
WOMEN'S PRISON—Ida Lupino, Jan Sterling, Howard Duff.
WYOMING RENEGADES—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

LIFE

(All films are Italian-made)

ANITA GARIBALDI—HISD—Anna Magnani, Raf Vallone, Alain Cuny—Magnani name might help this in the art houses—95m.—see Feb. 10 issue—(English titles).
APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).
FUGITIVE IN TRIESTE—MD—Jacques Sernas, Massimo Girotti, Doris Duranti—Routine import for the Italian spots—83m.—see Feb. 10 issue—Leg.: B—(English titles).
GENOESE DRAGNET—MD—Charles Rutherford, Lianella Carrell, Cesare Danova—Routine import for Italian spots—106m.—see Feb. 24 issue—(English titles).
GIRLS MARKED DANGER—MD—Silvana Pampanini, Eleonora Rossi Drago, Marc Lawrence—Exploitation import has the angles—70m.—see June 2 issue—Leg.: C—(Dubbed in English).
HELL RAIDERS OF THE DEEP—D—Eleonora Rossi Drago, Pierre Cressoy, Girolamo Manisco—Exploitable import—93m.—see May 19 issue—Leg.: B—(Dubbed in English).
HIS LAST 12 HOURS—FAN—Jean Gabin, Marcella Lotti, Elena Altieri—Good import for the art houses—89m.—see Feb. 24 issue—Leg.: B—(English titles).

MELODY OF LOVE—MUCD—Giacomo Rondinella, Marla Fiore, Nadia Gray—Pleasant fare for the Italian spots—96m.—see May 5 issue—(English titles).
MY HEART SINGS—CMU—Ferruccio Tagliavani, Franca Morzi, Riccardo Billi—Mlnar comedy for the Italian and art spots—99m.—see Apr. 7 issue—(English titles).
SECRET ASSIGNMENT—MD—Vivi Gioi, Massimo Serato, Carlo Ninchi—Fair spy thriller for the art and Italian spots—116m.—see Apr. 7 issue—(English titles).
SENSUALITA—D—Eleonora Rossi Drago, Amedeo Nazzari, Marcello Mastroianni—Fair import has plenty of exploitation angles—72m.—see May 19 issue—Leg.: C—(Dubbed in English).
TARANTELLA NAPOLETANA—MUC—Clara Bindi, Clara Crispo, Vittorio Crispo—Weak musical for the Italian spots—86m.—see May 19 issue—(Gaevacolor)—(English titles).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).
AIDA—Sophia Loren, Lois Maxwell, singers and ballet of Rome Opera House—(Ferraniacolor).
CITY STANDS TRIAL—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—10m.—Leg.: B.
HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).
LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.
THEODORA, SLAVE EMPRESS—Ginna Maria Canale, Georges Marchal, Renato Baldini—(Pathe Color)—(Dubbed in English).
TOO YOUNG FOR LOVE—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).
VOICE OF SILENCE—Rossana Podesta, Cosetta Greca, Aldo Fabrizi—(Dubbed in English).
WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)
BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).
BLACK GLOVE, THE—MYMD—Alex Nicol, Eleanor Summerfield, John Salew—Interesting import for the duallers—84m.—see Mar. 10 issue—(English-made)—(5305).
BLACKOUT—MYMD—Dane Clark, Belinda Lee, Betty Ann Davies—Import is okeh for the lower half—87m.—see Mar. 24 issue—(English-made)—(5309).
FANGS OF THE WILD—MD—Charles Chaplin, Jr., Onslow Stevens, Margia Dean—Routine programmer for the lower half—71m.—see May 19 issue—(5311)—(1.85-1).
HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).
HOLLYWOOD THRILLMAKERS—MD—James Gleason, Bill Henry, Theila Darin—For the lower half—60m.—see Feb. 10 issue—(5321).
MONSTER FROM THE OCEAN FLOOR—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).
PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).
RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).
WE WANT A CHILD—D—ib Schonberg, Ruth Breinholm, Jorgen Efenberg—Sex drama should have interest for restricted or segregated audiences—76m.—see May 5 issue—Leg.: C—(Swedish-made)—(Dubbed in English)—(5324).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURE IN RIO—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).
BLACK PIRATES—Anthony Dexter, Lon Chaney, Robert Clarke—(Anscocolor)—(Made in El Salvador)—(5407).
DEADLY GAME, THE—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—(5402).
LIFE WITH THE LYONS—Bebe Daniels, Ben Lyon—(5410)—(English-made).
RACE FOR LIFE, A—Richard Conte, Marl Aldon—(English-made)—(5403).
SIEGE, THE—(Italian-made)—(5323).
SILENT RAIDERS—Richard Bartlett, Earle Lyon, Jeanette Bordeaux—(5404)—65m.
TERROR SHIP—William Lundigan—(5330).
THUNDER PASS—Dane Clark, Dorothy Patrick, Andy Devine—(5405)—76m.
UNHOLY FOUR, THE—Pauvette Goddard—(5401)—80m.

Metro

(1952-53 releases from 301
1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)
BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see July 28 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).

BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Aug. 25 issue—(Anscocolor)—(CinemaScope)—(502).
EXECUTIVE SUITE—D—William Holden, June Allyson, Barbara Stanwyck, Frederic March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch—High rating—104m.—see Feb. 24 issue—(423)—(1.75-1).
FLAME AND THE FLESH—D—Lana Turner, Pier Angeli, Carlos Thompson—Name draw will have to make the difference—104m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in Italy)—(421)—(1.75-1).
GONE WITH THE WIND—D—Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard—Reissue should have wide appeal—222m.—see June 2 issue—(Technicolor)—(430)—(1.75-1)—(SS).
GYPSY COLT—D—Donna Corcoran, Ward Bond, Frances Dee—Programmer is best suited for young people, family trade—72m.—see Feb. 10 issue—(Anscocolor)—(Print by Technicolor)—(419)—(1.75-1).
HER TWELVE MEN—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(Anscocolor)—(Print by Technicolor)—(429)—(1.75-1).
JULIUS CAESAR—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).
MEN OF THE FIGHTING LADY—DOCD—Van Johnson, Walter Pidgeon, Louis Calhern—Well-made, all-male war film shapes up as an exploitable opportunity—80m.—see May 19 issue—(Anscocolor)—(Print by Technicolor)—(425)—(1.75-1).
PRISONER OF WAR—D—Donald Reagan, Steve Forrest, Dewey Martin—Grim war tale can stand plenty of selling—81m.—see Apr. 7 issue—(427)—(1.75-1).
RHAPSODY—D—Elizabeth Taylor, Vittorio Gassman, John Ericson—Women's draw, plus musical appeal, should make the difference—115m.—see Feb. 24 issue—Leg.: B—(Technicolor)—(420)—(1.75-1).
ROSE MARIE—ROMMDMU—Ann Blyth, Howard Keel, Fernando Lamas—CinemaScope musical drama packs plenty of entertainment—104m.—see Mar. 10 issue—(Eastman Color)—(CinemaScope)—(418).
SEVEN BRIDES FOR SEVEN BROTHERS—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 issue—(Anscocolor)—(CinemaScope)—(426).
STUDENT PRINCE, THE—MU—Ann Blyth, Edmund Purdom, John Ericson—Names will help entertaining musical—107m.—see June 2 issue—(Anscocolor)—(CinemaScope)—(424).
TENNESSEE CHAMP—CD—Shelley Winters, Keenan Wynn, Dewey Martin—Pleasing entry for the small towns and neighborhoods—73m.—see Feb. 24 issue—Leg.: B—(Anscocolor)—(Print by Technicolor)—(417)—(1.75-1).
VALLEY OF THE KINGS—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

TO BE REVIEWED OR IN PRODUCTION

ATHENA—Jane Powell, Debbie Reynolds, Vic Damone—(Eastman Color)—(CinemaScope).
BAD DAY AT BLACK ROCK—Spencer Tracy, Robert Ryan, Walter Brennan, Anne Francis—(Color)—(CinemaScope).
BEAU BRUMMEL—Stewart Granger, Elizabeth Taylor—(Technicolor)—(Made in England)—(504)—(1.75-1).
COBWEB, THE—Lana Turner, Robert Taylor, Grace Kelly.
CREST OF THE WAVE—Gene Kelly, Jeff Richards—(Made in England).
DEEP IN MY HEART—Jose Ferrer, Merle Oberon, Doo Avedon—(Eastman Color).
GLASS SLIPPER, THE—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color).
GREEN FIRE—Stewart Granger, Grace Kelly, Paul Douglas—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(Made in Columbia).
HIT THE DECK—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).
INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).
JUPITER'S DARLING—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).
LAST TIME I SAW PARIS, THE—Elizabeth Taylor, Van Johnson, Donna Reed—(Technicolor).
LOVE ME OR LEAVE ME—Doris Day, James Cagney.
MANY RIVERS TO CROSS—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope).
MOONFLEET—Stewart Granger, Viveca Lindfors, Joan Greenwood.
PRODIGAL, THE—Lana Turner, Edmund Purdom, Taina Eig—(Color)—(CinemaScope).
ROGUE COP—Robert Taylor, Janet Leigh, George Raft—(503)—(1.75-1).

Paramount

(1952-53 releases from 5200
1953-54 releases from 5300)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1; SS indicates availability of stereophonic sound)
ABOUT MRS. LESLIE—D—Shirley Booth, Robert Ryan, Marjorie Millor—Star draw should make the difference—104m.—see May 5 issue—Leg.: B—(5321).

CASANOVA'S BIG NIGHT—COSF—Bob Hope, Joan Fontaine, Basil Rathbone—Better than average Hope starrer—86m.—see Mar. 10 issue—(Technicolor)—(5316).

ELEPHANT WALK—D—Elizabeth Taylor, Dana Andrews, Peter Finch—Distinguished film deserves plenty of attention—103m.—see Apr. 7 issue—(Technicolor)—(Partly made in Ceylon)—(5317).

GREATEST SHOW ON EARTH, THE—D—Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—Reissue of circus drama has the angles—151m.—see June 2 issue—(Technicolor)—(5325).

KNOCK ON WOOD—F—Danny Kaye, Mal Zetterling, Torin Thatcher—High rating Kaye starrer—103m.—see Apr. 7 issue—(Technicolor)—(SS)—(5319).

LIVING IT UP—MUC—Dean Martin, Jerry Lewis, Janet Leigh—High rating comedy—95m.—see May 5 issue—(Technicolor)—(5320).

NAKED JUNGLE, THE—MD—Eleanor Parker, Charlton Heston, Abraham Sofaer—Tense meller is loaded with selling angles—95m.—see Feb. 24 issue—(Technicolor)—(5315).

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see July 28 issue—(Technicolor)—(5401).

RED GARTERS—WMU—Rosemary Clooney, Jack Carson, Guy Mitchell—Different type musical western will need plenty of help—91m.—see Feb. 10 issue—Leg.: B—(Technicolor)—(5314).

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Aug. 11 issue—Leg.: B—(5402).

SECRET OF THE INCAS—MD—Charlton Heston, Robert Young, Nicole Maurey—Interesting adventure programmer—101m.—see June 2 issue—Leg.: B—(Technicolor)—(5318).

TO BE REVIEWED OR IN PRODUCTION

AIR COMMAND—James Stewart, June Allyson—(Technicolor)—(VistaVision).

BLUE HORIZONS—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision).

BRIDGES AT TOKO—RI—William Holden, Frederic March, Grace Kelly, Mickey Rooney—(Technicolor).

CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor).

COUNTRY GIRL, THE—Bing Crosby, William Holden, Grace Kelly.

EDDIE FOY AND THE 7 LITTLE FOYS—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision).

LOVE IS A WEAPON—John Payne, Mary Murphy—(Technicolor)—(VistaVision).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision).

MAMBO—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy).

RUN FOR COVER—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision).

3 RING CIRCUS—Dean Martin, Jerry Lewis, Zsa Zsa Gabor—(Technicolor)—(VistaVision).

TO CATCH A THIEF—Gary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision).

WHITE CHRISTMAS—Bing Crosby, Danny Kaye, Rosemary Clooney—(Technicolor)—(VistaVision).

RKO

(1952-53 releases from 301
1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BADMAN'S TERRITORY—W—Randolph Scott, Ann Richards, George "Gabby" Hayes—Scott name should help reissue—98m.—see May 5 issue—(476).

CARNIVAL STORY—MD—Anne Baxter, Steve Cochran, Lyle Bettger—Colorful meller is packed with selling angles—94m.—see Mar. 24 issue—Leg.: B—(Agfa Color)—(Print by Technicolor)—(Made in Germany)—(412)—(1.75-1).

DANGEROUS MISSION—MD—Victor Mature, Piper Laurie, Vincent Price—Fair programmer—75m.—see Mar. 10 issue—(Technicolor)—(3-D-410)—(2-D-430)—(1.75-1).

ENCHANTED COTTAGE, THE—D—Robert Young, Dorothy McGuire, Herbert Marshall—Reissue has names to appeal to women—91m.—see Mar. 10 issue—(472).

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Françoise Toné, Betsy Drake—Reissue has the names to help—84m.—see Aug. 11 issue—(570).

GUNGA DIN—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).

HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmaire—Star value will make the difference in general release—111m.—see June 2 issue—(Technicolor)—(551).

KILLERS FROM SPACE—SFD—Peter Graves, James Seay, Barbara Bestar—Science-fiction entry will fit into the lower half—71m.—see Feb. 10 issue—(409)—(1.85-1).

LOST PATROL, THE—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).

MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—Names should help reissue—93m.—see Apr. 7 issue—(473).

PETER PAN—CAR—Voices of Bobby Driscoll, Kathryn Beaumont, Hans Conreid—High rating Disney—77m.—see Mar. 10 issue—(Technicolor)—(492).

PINOCCHIO—CAR—Disney cartoon reissue has the angles—87m.—see Mar. 10 issue—(Technicolor)—(493).

SAINT'S GIRL FRIDAY, THE—MD—Louis Hayward, Naomi Chance, Sidney Tafler—Import will fit into the lower half—68m.—see Mar. 24 issue—Leg.: B—(English-made)—(411).

SEA AROUND US, THE—DOC—High rating documentary—61m.—see Mar. 10 issue—(Technicolor)—(403).

SILVER LODGE—OMD—John Payne, Elizabeth Scott, Dan Duryea—Standard outdoor show—80m.—see May 19 issue—(Technicolor)—(413).

SINS OF ROME—MD—Ludmilla Tcherina, Massimo Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(414).

SPANISH MAIN, THE—MD—Maureen O'Hara, Paul Henreid, Walter Slezak—Reissue has the names to help—100m.—see May 5 issue—(Technicolor)—(475).

STATION WEST—W—Dick Powell, Jane Greer, Agnes Moorehead—Names should help reissue—92m.—see June 2 issue—(478).

SUSAN SLEPT HERE—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see July 14 issue—Leg.: B—(Technicolor)—(501).

TALL IN THE SADDLE—W—John Wayne, Ella Raines, George "Gabby" Hayes—Reissue has Wayne name to help—88m.—see Mar. 10 issue—(471).

THEY WON'T BELIEVE ME—D—Robert Young, Susan Hayward, Jane Greer—Reissue has the names to help—94m.—see Apr. 7 issue—(474).

THING FROM ANOTHER WORLD, THE—SFD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Science fiction reissue offers exploitation possibilities—86m.—see June 2 issue—(477).

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Aug. 11 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

AFRICA ADVENTURE—Documentary—(Color).

AMERICANO, THE—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(SuperScope).

BIG RAINBOW, THE—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(SuperScope).

CATTLE QUEEN OF MONTANA—Barbara Stanwyck, Ronald Reagan—(Technicolor)—(SuperScope).

CONQUEROR, THE—John Wayne, Susan Hayward—(Color)—(CinemaScope).

GIRL RUSH—Rosalind Russell—(Technicolor)—(VistaVision).

HEAVY WATER—Documentary on World War II—(Norwegian-made).

JET PILOT—John Wayne, Janet Leigh, J. C. Filppen—119m.—(Technicolor)—(SuperScope).

PASSION—Cornel Wilde, Yvonne DeCarlo—(Technicolor)—(SuperScope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(SuperScope)—(1.75-1).

THIS IS MY LOVE—Linda Darnell, Dan Duryea, Faith Domergue—(Pathe Color).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

HELL'S HALF ACRE—MD—Wendell Corey, Evelyn Keyes, Elsa Lanchester—Okeh melodrama has names to help—91m.—see Feb. 10 issue—Leg.: B—(Made in Hawaii)—(5304).

JOHNNY GUITAR—ODMU—Joan Crawford, Sterling Hayden, Mercedes McCambridge—Crawford draw will be the most important factor in the selling—110m.—see May 5 issue—(Trucolor)—(5307).

LAUGHING ANNE—MD—Wendell Corey, Margaret Lockwood, Forrest Tucker—Interesting melodrama has the angles—90m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in England)—(5305).

MAKE HASTE TO LIVE—D—Dorothy McGuire, Stephen McNally, Mary Murphy—Suspenseful drama has names to help—90m.—see Apr. 7 issue—(5306).

OUTCAST, THE—OD—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Trucolor)—(5308).

PHANTOM STALLION—W—Rex Allen, Slim Pickens, Carla Balenda—Routine series entry—54m.—see Apr. 21 issue—(5331).

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).

UNTAMED HEIRESS—C—Judy Canova, Donald "Red" Barry, George Cleveland—For the lower half—70m.—see May 5 issue—(5325).

TO BE REVIEWED OR IN PRODUCTION

ATOMIC KID, THE—Mickey Rooney, Elaine Davis, Robert Strauss.

CAROLINA CANNONBALL—Judy Canova.

HELL'S OUTPOST—Rod Cameron, Joan Leslie, John Russell.

ROOGIE'S BUMP—Robert Marriot, Ruth Warrick, Robert Simon.

SHANGHAI STORY, THE—Edmond O'Brien, Ruth Roman—90m.

TIMBERJACK—Vera Ralston, Sterling Hayden, Hoagy Carmichael—(Trucolor).

TOBOR, THE GREAT—Charles Drake, Karen Booth, Arthur Shields—(5309).

TROUBLE IN THE GLEN—Margaret Lockwood, Orson Welles, Forrest Tucker—(Trucolor)—(English-made).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).

CRY OF THE CITY—MYMD—Victor Mature, Richard Conte, Shelley Winters—Reissue has names to help—95m.—see Mar. 24 issue—(441).

DEMETRIUS AND THE GLADIATORS—MD—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).

GAMBLER FROM NATCHES, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor)—(417).

GARDEN OF EVIL—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).

GORILLA AT LARGE—MYMD—Cameron Mitchell, Anne Bancroft, Lee J. Cobb—Exploitable programmer—84m.—see May 5 issue—Leg.: B—(Technicolor)—(3-D and 2-D)—(406).

HELL AND HIGH WATER—AD—Richard Widmark, Bella Darvi, Victor Francen—Melodramatic sea story is headed for the better money—103m.—see Feb. 10 issue—(Technicolor-DeLuxe)—(CinemaScope)—(403).

NEW FACES—MUC—Ronny Graham, Eartha Kitt, Robert Clary—Entertaining musical revue should benefit from CinemaScope—98m.—see Feb. 24 issue—Leg.: B—(Color)—(CinemaScope)—(409).

NIGHT PEOPLE—MD—Gregory Peck, Broderick Crawford, Rita Gam—Suspensive meller has the names to help—93m.—see Mar. 24 issue—(Technicolor)—(Made in Germany)—(CinemaScope)—(407).

ORCHESTRA WIVES—MUCD—Glenn Miller and Orchestra, George Montgomery, Ann Rutherford—Reissue has the names to help—98m.—see May 5 issue—(445).

PRINCE VALIANT—COSMD—James Mason, Janet Leigh, Robert Wagner—Entertaining CinemaScope entry should land in the better money—100m.—see Apr. 7 issue—(Technicolor-DeLuxe)—(CinemaScope)—(411).

PRINCESS OF THE NILE—COSMD—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the duallers—71m.—see June 16 issue—(Technicolor)—(414).

RACING BLOOD—ACD—Bill Williams, Jean Porter, Jimmy Boyd—Pleasant racing show for the lower half—76m.—see Mar. 24 issue—(SupercineColor)—(410).

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).

RIDERS OF THE PURPLE SAGE—W—George Montgomery, Lynne Roberts, Mary Howard—Outdoor reissue may be helped by names—56m.—see Mar. 24 issue—(443).

RIVER OF NO RETURN—OACD—Robert Mitchum, Marilyn Monroe, Rory Calhoun—Name draw will make the difference—91m.—see May 5 issue—Leg.: B—(Technicolor)—(CinemaScope)—(405).

ROCKET MAN, THE—CD—Charles Coburn, Spring Byington, George Winslow—Okeh programmer for the duallers—79m.—see May 5 issue—(412).

ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).

SCUDDA-HOO! SCUDDA-HAY!—D—June Haver, Lon McCallister, Walter Brennan—Reissue has names to help—95m.—see Mar. 24 issue—(440).

SIEGE AT RED RIVER, THE—OD—Van Johnson, Joanne Dru, Richard Boone—Cavalry vs. Indians show should have usual appeal in action spots—86m.—see Apr. 7 issue—(Technicolor)—(404).

STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Reissue has the names to help—91m.—see Mar. 24 issue—(442).

SUN VALLEY SERENADE—MUC—Sonja Henie, John Payne, Glenn Miller—Reissue has the names and angles—86m.—see May 5 issue—(446).

THREE COINS IN THE FOUNTAIN—ROMD—Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara—Good romantic drama—101m.—see May 19 issue—(Made in Italy)—(Color by DeLuxe)—(CinemaScope)—(413).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF HAJJI BABA—John Derek, Elaine Stewart, Amanda Blake—(Color)—(CinemaScope).

BLACK WIDOW—Ginger Rogers, Van Heflin, Gene Tierney—(Color)—(CinemaScope)—(423).

CARMEN JONES—Dorothy Dandridge, Pearl Bailey, Harry Belafonte—(Color)—(CinemaScope)—(422).

DESIREE—Marlon Brando, Jean Simmons, Merle Oberon—(Color)—(CinemaScope).

EGYPTIAN, THE—Edmund Purdom, Victor Mature, Jean Simmons, Gene Tierney, Bella Darvi—(Color)—(CinemaScope)—(420).

LIFE IN THE BALANCE, A—Ricardo Montalban, Anne Bancroft—(Made in Mexico).

PRINCE OF PLAYERS—Richard Burton, Maggie McNamara—(Color)—(CinemaScope).

RACERS, THE—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe).

TALL MEN, THE—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).
 THAT LADY—Olivia DeHavilland, Gilbert Roland, Francoise Rosay—(Color)—(CinemaScope)—(Made In England).
 THERE'S NO BUSINESS LIKE SHOW BUSINESS—Ethel Merman, Dan Dailey, Marilyn Monroe, Donald O'Connor, Mitzl Gaynor, Johnnie Ray—(Color)—(CinemaScope).
 UNTAMED—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope).
 WHITE FEATHER—Robert Wagner, Virginia Leith, Dale Robertson—(Color)—(CinemaScope)—(Made In Mexico).
 WOMAN'S WORLD—Clifton Webb, Fred MacMurray, June Allyson, Cornel Wilde, Var Heflin, Gloria Grahame—(Technicolor)—(CinemaScope)—(421).

United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

ADVENTURES OF ROBINSON CRUSOE—AD—Dan O'Heralihy, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made In Mexico)—(Dancigers-Ehrlich)—2-1).
 APACHE—MD—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).
 BEACHHEAD—MD—Tony Curtis, Frank Lovejoy, Mary Murphy—Good action programmer—89m.—see Feb. 10 issue—(Pathe Color)—(Print by Technicolor)—(Schenck)—(1.85-1).
 BEAT THE DEVIL—D—Humphrey Bogart, Jennifer Jones, Gina Lollobrigida—Name draw will have to make the difference—92m.—see Mar. 10 issue—Leg.: B—(Made in Europe)—(Santana-Romulus)—(1.75-1).
 BEAUTIES OF THE NIGHT, THE—CDFAN—Gerard Philippe, Martine Carol, Gina Lollobrigida—Amusing import for the art houses—84m.—see Apr. 7 issue—Leg.: B—(French-made)—(English titles)—(Lopert).
 CAPTAIN KIDD AND THE SLAVE GIRL—MD—Anthony Dexter, Eva Gabor, Alan Hale, Jr.—For the lower half—83m.—see June 2 issue—Leg.: B—(Color)—(Wisberg-Pollexfen).
 CHALLENGE THE WILD—DOC—George and Sheila Graham—For the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).
 CHAMPION—MD—Kirk Douglas, Marilyn Maxwell, Arthur Kennedy—Name strength should help reissue—99m.—(see Apr. 21 issue)—(Kramer).
 CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).
 DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).
 DRAGON'S GOLD—MD—John Archer, Hillary Brooke, Noel Cravath—Routine programmer for the lower half—70m.—see Feb. 10 issue—(Wisberg-Pollexfen)—(1.75-1).
 GOLDEN MASK, THE—MD—Van Heflin, Wanda Hendrix, Eric Portman—Interesting import has names to help—87m.—see Mar. 10 issue—(Technicolor)—(English-made)—(Mayflower).
 GOG—SFMD—Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—85m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tors)—(1.85-1).
 HOBSON'S CHOICE—C—Charles Laughton, John Mills, Brenda de Banzie—Laughton's name should aid in the selling—107m.—see June 2 issue—(English-made)—(London)—(1.85-1).
 HOME OF THE BRAVE—D—Douglas Dick, Steve Brodie, Jeff Corey—Reissue may have some appeal on war angles—85m.—see Apr. 21 issue—(Kramer).
 KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World).
 KIDNAPPERS, THE (Little Kidnappers, The)—D—Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank).
 LONE GUN, THE—W—George Montgomery, Dorothy Malone, Frank Faylen—Fair western—73m.—see Apr. 7 issue—(Color by Color Corporation)—(Superior)—(1.66-1).
 LITTLE KIDNAPPERS, THE—see Kidnappers, The.
 LONG WAIT, THE—MYMD—Anthony Quinn, Charles Coburn, Peggie Castle—Interesting meller—93m.—see May 5 issue—Leg.: B—(Saville)—(1.75-1).
 MALTA STORY—HISMD—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66-1).
 MAN IN HIDING—MD—Paul Henreid, Lois Maxwell, Kieron Moore—Okeh import for the duallers—79m.—see Nov. 18 issue—Leg.: B—(English-made)—(Paal).
 MAN WITH A MILLION—C—Gregory Peck, Jane Griffiths, Ronald Squire—Names should help amusing comedy—90m.—see June 2 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).
 OVERLAND PACIFIC—MD—Jack Mahoney, Peggie Castle, Adele Jergens—Routine programmer for the lower half—72m.—see Feb. 10 issue—(Color)—(Small)—(1.75-1).
 QUEEN'S ROYAL TOUR, A—DOC—Record of royal tour is best for the art houses—84m.—see Mar. 24 issue—(Eastman Color)—(English-made)—(Rank)—(1.66-1).
 RETURN TO TREASURE ISLAND—AD—Tab Hunter, Dawn Addams, Porter Hall—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).
 SCARLET SPEAR, THE—MD—John Bentley, Martha Hyer, Morasi—Programmer will fit into the lower half—78m.—see Mar. 24 issue—(Technicolor)—(Made In Africa)—(Present-Day)—(1.66-1).

SOUTHWEST PASSAGE—OD—John Ireland, Joanne Dru, Rod Cameron—Okeh outdoor show—75m.—see Apr. 21 issue—(Pathe Color)—3-D and 2-D—(Small)—(1.66-1).
 VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).
 WITNESS TO MURDER—MD—Barbara Stanwyck, George Sanders, Gary Merrill—Okeh suspense meller has stars to help—81m.—see Apr. 21 issue—(Erskine)—(1.85-1).
 YELLOW TOMAHAWK, THE—MD—Rory Calhoun, Peggie Castle, Noah Beery—Okeh for the duallers—82m.—see May 19 issue—(Color)—(Schenck-Koch)—(1.75-1).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT CONTESSA, THE—Humphrey Bogart, Ava Gardner, Edmond O'Brien—(Technicolor)—(Made in Italy)—(Figaro).
 BATTLE TAXI—Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur).
 BEACHCOMBER, THE—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made).
 BLACK TUESDAY—Edward G. Robinson, Jean Parker—(Goldstein).
 CROSSED SWORDS—Errol Flynn, Gina Lollobrigida—(Pathecolor)—(Made in Italy)—(Mahon and Vassarotti)—(1.75-1)—83m.
 DOWN THREE DARK STREETS—Broderick Crawford, Ruth Roman—(Gardner-Levey).
 FIREBIRD, THE—Ellen Rasch, International ballet and opera cast—(Lesser)—(Gevacolor).
 GABRIEL HORN, THE—Burt Lancaster, Diana Lynn—(Color)—(CinemaScope)—(Hecht-Lancaster).
 GOOD DIE YOUNG, THE—Richard Basehart, Gloria Grahame, John Ireland—(Romulus).
 GOLDEN MISTRESS, THE—John Agar, Rosemarie Bowe, Abner Biberman—(Technicolor)—(Kay-Rybnick)—(Made In Haiti).
 JESSE JAMES' WOMEN—Peggie Castle, Jack Beutel, Don Barry—(Technicolor)—(Panorama).
 LAWLESS RIDER, THE—Johnny Carpenter, Frankie Darro, Douglas Dumbrille—(Carpenter).
 MARTY—Ernest Borgnine—(Hecht-Lancaster).
 NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).
 NOT AS A STRANGER—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).
 OPERATION MANHUNT—Harry Townes, Irja Jensen—(Made in Canada)—(Feldkamp).
 OTHELLO—Orson Welles, Michael MacLiammoll, Suzanne Cloutier—(Made in Europe)—(Mercury).
 PURPLE PLAIN, THE—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).
 RING AROUND SATURN—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).
 ROMEO AND JULIET—Laurence Harvey, Susan Shentall, Flora Robson—(Technicolor)—(English-made)—(Made in Italy)—(Rank).
 SHIELD FOR MURDER—Edmond O'Brien, Marla English—(Schenck-Koch).
 SITTING BULL—Dale Robertson, J. Carrol Naish, Mary Murphy—(Color)—(CinemaScope)—(Frank).
 STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).
 STEEL CAGE, THE—Paul Kelly, Maureen O'Sullivan, Walter Slezak—(Swartz-Donlger).
 STORY OF WILLIAM TELL, THE—Errol Flynn, Bruce Cabot, Antonella Laudi—(Pathecolor)—(Made In Europe)—(CinemaScope)—(Mahon).
 STRANGER ON HORSEBACK—Joel McCrea, Miroslava—(Technicolor)—(Goldstein).
 SUDDENLY—Frank Sinatra, Sterling Hayden, Nancy Gates—(Bassler).
 SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Print by Technicolor)—(Made In Italy)—(Lopert).
 TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).
 TWIST OF FATE—Ginger Rogers, Jacques Bergerac—(Made in France and England)—(Setton)—(1.85-1).
 VERA CRUZ—Gary Cooper, Burt Lancaster, Denise Darce—(Hecht-Lancaster)—(Made In Mexico)—(Technicolor).
 WHITE ORCHID, THE—William Lundigan, Peggie Castle—(Color)—(Le Borg).
 YOU KNOW WHAT SAILORS ARE—Akim Tamiroff, Donald Sinden, Sarah Lawson—(Technicolor)—(English-made)—(Rank).

Universal-International

(1952-53 releases from 301; 1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ALWAYS A BRIDE—C—Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—83m.—see June 16 issue—(English-made)—(Rank)—(485).
 BLACK HORSE CANYON—OD—Joel McCrea, Marl Blanchard, Race Gentry—Good outdoor film—81 1/2m.—see June 2 issue—(Technicolor)—(423)—(2-1).
 BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429).
 CREATURE FROM THE BLACK LAGOON—SFD—Richard Carlson, Julia Adams, Richard Denning—Well-paced science fiction thriller—79m.—see Feb. 24 issue—(2-D—416)—(3-D—415)—(1.85-1).
 DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80 1/2m.—see July 28 issue—(Technicolor)—(430)—(2-1).
 DRUMS ACROSS THE RIVER—OD—Audie Murphy, Lisa Gaye, Lyle Bettger—Standard outdoor show—78m.—see May 19 issue—(Technicolor)—(422)—(2-1).

EGG AND I, THE—C—Claudette Colbert, Fred MacMurray, Marjorie Main—Reissue has the names and angles—108m.—see June 2 issue—(426)—(1.85-1).
 FIREMAN, SAVE MY CHILD—F—Spike Jones and the City Slickers, Buddy Hackett, Hugh O'Brian, Adele Jergens—Zany novelty has laughs and cornball humor—80m.—see May 5 issue—(421)—(1.85-1).
 FRANCIS JOINS THE WACS—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94 1/2m.—see July 14 issue—(427)—(1.85-1).
 JOHNNY DARK—ACD—Tony Curtis, Piper Laurie, Don Taylor—Names should help standard auto racing film—85m.—see June 2 issue—(Technicolor)—(424)—(2-1).
 MA AND PA KETTLE AT HOME—F—Marjorie Main, Percy Kilbride, Alice Kelley—Usual series entry—81m.—see Mar. 10 issue—(418)—(1.85-1).
 MAGNIFICENT OBSESSION—ROMD—Jane Wyman, Rock Hudson, Barbara Rush—High rating—108m.—see May 19 issue—(Technicolor)—(433)—(2-1).
 NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75-1).
 PLAYGIRL—D—Shelly Winters, Barry Sullivan, Colleen Miller—Names should help entertaining programmer—85m.—see Apr. 21 issue—Leg.: B—(420)—(1.85-1).
 RAILS INTO LARAMIE—OD—John Payne, Mari Blanchard, Dan Duryea—Fair outdoor drama—81m.—see Mar. 24 issue—(Technicolor)—(419)—(2-1).
 RIDE CLEAR OF DIABLO—OD—Audie Murphy, Dan Duryea, Susan Cabot—Fair outdoor drama—80m.—see Feb. 10 issue—(Technicolor)—(413)—(2-1).
 SASKATCHEWAN—OD—Alan Ladd, Shelley Winters, J. Carroll Naish—High rating outdoor film—87m.—see Feb. 24 issue—(Technicolor)—(Made in Canada)—(414)—(2-1).
 TANGANYIKA—ACD—Van Heflin, Ruth Roman, Howard Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).
 YANKEE PASHA—COSMD—Jeff Chandler, Rhonda Fleming, Mamie Van Doren—Actionful costume meller is loaded with selling angles—84m.—see Mar. 24 issue—(Technicolor)—(417)—(2-1).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE KEYSTONE COPS—Bud Abbott, Lou Costello, Lynn Bari.
 BENGAL BRIGADE—Rock Hudson, Arlene Dahl—(Technicolor).
 CAPTAIN LIGHTFOOT—Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).
 CHIEF CRAZY HORSE—Victor Mature, Suzan Ball, John Lund—(Pathe Color)—(CinemaScope).
 DESTRY—Audie Murphy, Mari Blanchard, Lori Nelson—(Technicolor).
 FAR COUNTRY, THE—James Stewart, Ruth Roman, Corinne Calvet—(Technicolor)—(2-1).
 FIVE BRIDGES TO CROSS—Tony Curtis, Julia Adams, George Nader.
 FOUR GUNS TO THE BORDER—Rory Calhoun, Colleen Miller, George Nader—(Technicolor).
 FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).
 HIGH AND DRY—Paul Douglas, Hubert Gregg, Alex Mackenzie—(English-made)—(Rank).
 MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
 MAN WITHOUT A STAR—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).
 RETURN OF THE CREATURE—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).
 RICOCHET ROMANCE—Marjorie Main, Chill Wills—(1.85-1).
 SIGN OF THE PAGAN—Jeff Chandler, Ludmilla Tcherina, Jack Palance—(Technicolor)—(CinemaScope).
 SMOKE SIGNAL—Dana Andrews, Piper Laurie—(Technicolor).
 SO THIS IS PARIS—Tony Curtis, Gene Nelson, Corinne Calvet—(Technicolor).
 STUNTMAN, THE—Bud Abbott, Lou Costello.
 THIS ISLAND EARTH—Bart Roberts, Faith Domergue—(Technicolor)—(2-1).
 TO HELL AND BACK—Audie Murphy—(Technicolor)—(CinemaScope).
 WEST OF ZANZIBAR—Anthony Steel, Sheila Sim, Edric Connor—(Technicolor)—(Made In East Africa)—(Rank).
 YELLOW MOUNTAIN, THE—Lex Barker, Mala Powers—(Technicolor)—(432)—(2-1).

Warners

(1952-53 releases from 301 1953-54 releases from 301)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402).
 DIAL M FOR MURDER—MD—Ray Milland, Grace Kelly, Robert Cummings—High rating—105m.—see May 5 issue—(WarnerColor)—(327)—(1.85-1).
 DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Aug. 25 issue—(WarnerColor)—(401).
 DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).
 DUFFY OF SAN QUENTIN—D—Louis Hayward, Joanne Dru, Paul Kelly—Prison film for the duallers—78m.—see Feb. 10 issue—Leg.: B—(321)—(1.66-1).
 FORCE OF ARMS—see Girl for Joe, A

GIRL FOR JOE, A (Force of Arms)—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Reissue has the names and angles—100m.—(see May 5 Issue)—(325).

GUY WITH A GRIN, A (Na Time for Comedy)—CD—James Stewart, Rosalind Russell, Genevieve Tobin—Names should help reissue—93m.—see May 5 issue—(326).

HIGH AND THE MIGHTY, THE—D—John Wayne, Claire Trevor, Laraine Day—High rating—147m.—see June 2 issue—(WarnerColor)—(CinemaScope)—(329).

KING RICHARD AND THE CRUSADERS—COSMD—Rex Harrison, Virginia Maya, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).

LITTLE CAESAR—MD—Edward G. Robinson, Douglas Fairbanks, Jr., Glenda Farrell—Reissue should have appeal for the action spots—80m.—see Feb. 10 issue—Leg.: B—(317).

LUCKY ME—MU—Doris Day, Robert Cummings, Phil Silvers—Pleasing comedy with music is packed with selling angles—100m.—see Apr. 21 issue—(WarnerColor)—(CinemaScope)—(324).

NO TIME FOR COMEDY—see Guy With a Grin, A

PHANTOM OF THE RUE MORGUE—MYMD—Karl Malden, Claude Dauphin, Patricia Medina—Well-made horror show—84m.—see Mar. 10 issue—(WarnerColor)—(Print by Technicolor)—(3-D-322)—(2-D-348)—(1.85-1).

PUBLIC ENEMY—MD—James Cagney, Jean Harlow, Joan Blondell—Reissue can be exploited—83m.—see Feb. 10 issue—Leg.: B—(318).

RIDING SHOTGUN—OD—Randolph Scott, Wayne Morris, Joan Weldon—Okeh outdoor show—75m.—see Mar. 10 issue—(WarnerColor)—(323)—(1.75-1).

RING OF FEAR—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).

THEM—SFD—James Whitmore, Edmund Gwenn, Joan Weldon—Good science fiction meller—94m.—see Apr. 21 issue—(328)—(1.85-1).

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Nature documentary—(WarnerColor).

BATTLE CRY—Aldo Ray, James Whitmore, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).

DRUM BEAT—Alan Ladd, Audrey Dalton, Marisa Pavan—(WarnerColor)—(CinemaScope).

EAST OF EDEN—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Torin Thatcher—(WarnerColor)—(CinemaScope)—(Made in Italy).

LAND OF THE PHARAOHS—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt).

MISTER ROBERTS—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Ireland).

SILVER CHALICE, THE—Virginia Mayo, Paul Newman, Jack Palance, Pier Angeli—(WarnerColor)—(CinemaScope).

STAR IS BORN, A—Judy Garland, James Mason, Jack Carson—(Technicolor)—(CinemaScope).

STRANGE LADY IN TOWN—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

TALL MAN RIDING—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

TRACK OF THE CAT—Robert Mitchum, Diana Lynn, Tab Hunter, Teresa Wright—(WarnerColor)—(CinemaScope).

YOUNG AT HEART—Doris Day, Frank Sinatra, Ethel Barrymore—(WarnerColor)—(CinemaScope).

Miscellaneous

(Distributors' addresses will be furnished on request)

B GIRL RHAPSODY—BUR—Lily, Frenchy La Von, Leon DeVoe—Strictly for the exploitation spots—76m.—see Mar. 24 issue—(Broadway Roadshows).

CITY STORY—RD—Warner Anderson, Ann Daran, June Kenney—Suitable for the religious spots—44m.—see May 5 issue—(Bowers).

EGYPT BY THREE—D—Ann Stanville, Jackle Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmakers).

LONELY NIGHT, THE—DOC—Marian Seldes, Charles W. Maffett—Well made clinical study for the art houses—68m.—see Apr. 7 issue—(Mayer-Kingsley).

MUSSOLINI AND HIS LAST MISTRESS—DOC—Dated documentary can be exploited—64m.—see Apr. 7 Issue—(Union).

OUR BIBLE—HOW IT CAME TO US—DOC—Far the religious spots—90m.—see May 19 issue—(American Bible Society).

OUT OF THIS WORLD—TRAV—Interesting color tour of Tibet—75m.—see May 5 Issue—(Made in Tibet)—(Color)—(Kupferman).

SALT OF THE EARTH—D—Rosaura Revueltas, Will Geer, Juan Chacon—Uneven effort may appeal to some art houses—94m.—see Mar. 24 issue—(Independent Productions).

SAVAGE WORLD—TRAV—Good survey of African life and nature—64m.—see June 2 issue—(Made in Africa)—(Baker-Brill).

STORMY, THE THOROUGHbred—DOC—M. R. Valdez, Robert Skene, George Swinebroad—Featurate is good as an added attraction—45m.—see Mar. 24 issue—(Technicolor)—(Buena Vista-Disney).

UNCONQUERED, THE—DOC—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).

UNCOVER GIRLS—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

VARIETEASE—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WORLD WITHOUT END—DOC—Interesting documentary has limited scope—56 1/2m.—see May 19 Issue—(Made in Mexico and Siam)—(United Nations).

Foreign-Made

(Distributors' addresses will be furnished on request)

ADMIRAL USHAKOV—ACD—I. Percezev, B. Livanov, O. Zhizneva—Okeh for art and Russian spots—104m.—see Mar. 10 issue—(Russian-made)—(English titles)—(Artkina).

ADVENTURE IN ODESSA—D—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Soviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkina).

ANA-TA-HAN (DEVIL'S PITCHFORK, THE)—AD—Akemi Negishi, Suganuma, Sawamura—Import has plenty of exploitation angles—90m.—see May 19 issue—(Japanese-made)—(English narration)—(Arias).

APRIL 1, 2000—SAT—Hilde Krahl, Joseph Meinrad, Karl Ehmann—Pleasant satire for the art houses—84m.—see Mar. 10 issue—(Austrian-made)—(English titles)—(Lewis).

ASCENT TO HEAVEN—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

ATTACK FROM THE SEA—HISD—I. Pereverzev, G. Yudin, V. Druzhnikov—War film is suitable for the Russian spots—88m.—see May 19 issue—(Magicalor)—(Russian-made)—(English titles)—(Artkina).

BAREFOOT BATTALION—D—Maria Costi, Nicos Femas, Vassilios Frangadakis—Realistic offering may appeal to art or Greek spots—89m.—see June 16 issue—(Greek-made)—(English titles)—(Brandt).

CAROLINE CHERIE—CD—Martine Carol, Jacques Dacquaine, Marie Dea—Daring French import has the angles—115m.—see June 16 issue—(Technicolor)—(French-made)—(English titles)—(Davis).

CASPIAN STORY—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkina).

CONQUEST OF CONSTANTINOPLE, THE—HISD—Nobar Terziyan, Edvare Yeretzyan—Dreary historical spectacle—95m.—see May 5 issue—(Turkish-made)—(English titles)—(Dogu).

COSSACK BEYOND THE DANUBE, A—OPC—I. Patorzhinsky, M. Litvinenko-Bolgemut, E. Chavdar—Routine Russian import—95m.—see Mar. 10 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkina).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkina).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—O. W. Fischer, Heidemarie Mathey, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DEVIL'S PITCHFORK, THE—See ANA-TA-HAN

DIARY OF A COUNTRY PRIEST—D—Claude Laydu, Nicole Maurey, Andre Guibert—Import should appeal to the art houses—95m.—see Apr. 21 issue—(French-made)—(English titles)—(Brandon).

DIRTY HANDS—D—Pierre Brasseur, Daniel Gelin, Monique Artur—Dreary import for the art spots—100m.—see June 16 issue—(French-made)—(English titles)—(MacDonald).

DREAMS OF LOVE—BIDMU—Pierre-Richard Willm, Mila Parely, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

FLAMENCO—MU—Antonio, Pilar Lopez, Maria Luz—Interesting native dance concert for the art and Spanish spots—77m.—see June 16 issue—(Color)—(Spanish-made)—(English titles)—(Lewis).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

HAPPY CHILDHOOD—DOC—Soviet propaganda entry has limited appeal—38m.—see May 19 Issue—(Magicalor)—(Russian-made)—(English narration)—(Artkina).

INSPECTOR GENERAL, THE—C—Y. Tolubeyev, A. Georgiyevskaya, T. Nasova—Okeh import for the art and Russian spots—128m.—see June 16 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkina).

ISN'T LIFE WONDERFUL—see Uncle Willie's Bicycle Shop.

IT HAPPENED IN IRELAND—C—Harry O'Donovan, Paddy More, Harry Jameson—Weak comedy for the Irish spots—68m.—see June 2 issue—(Irish-made)—(Rogers-Unger).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

KETO AND KOTE—CMU—M. Dzhaparidze, V. Kraveishvili, P. Amiranashvili—Mediocre Soviet import—87m.—see Apr. 21 issue—(Russian-made)—(English titles)—(Artkina).

KHAMISHA—FIVE TALES FROM ISRAEL—COMP—Sharona Aran, Shoshana Ravid, Avraham Tene—Competent Israeli import for the art spots—110m.—see May 19 issue—(Israeli-made)—(English dialogue)—(Israel-American).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkina).

LE PLAISIR—COMP—Claude Dauphin, Gaby Morlay, Danielle Darrieux—Satisfactory for the art houses—90m.—see June 2 issue—Leg.: C—(French-made)—(English titles)—(Mayer-Kingsley).

LEO TOLSTOY—DOC—Interesting documentary for the art and Russian houses—43m.—see Apr. 7 issue—(Russian-made)—(English narration)—(Artkina).

LOVERS OF TOLEDO, THE—D—Alida Valli, Pedro Armendariz, Francoise Arnoul—Minor import for the art houses—75m.—see Apr. 21 issue—(French-Italian-made)—(English dialogue)—(Hakim).

MEN ARE CHILDREN, TWICE—CDMU—Mervyn Johns, Clifford Evans, Maureen Swanson—Pleasing import for the art spots—74m.—see Apr. 7 issue—(English-made)—(Stratford).

MISTRESS, THE—D—Vera Pashennaya, Mikhail Zharov, N. Shamin—Soviet import is okeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkina).

MOMENT OF TRUTH, THE—D—Michele Morgan, Jean Gabin, Walter Chiari—Names should help at the art houses—87m.—see May 19 issue—(French-made)—(English titles)—(Arlan).

MR. HULOT'S HOLIDAY—C—Jacques Tati, Nathalie Pascaud, Michelle Rolla—Moderate comedy for the art spots—85m.—see June 16 issue—(French-made)—(English dialogue)—(G-B-D International).

ON THE BANKS OF THE VOLGA—DOC—Routine documentary for the Russian spots—39m.—see May 5 issue—(Magicalor)—(Russian-made)—(English narration)—(Artkina).

PARIS INCIDENT—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

PICKWICK PAPERS, THE—CD—James Hayter, James Donald, Kathleen Harrison—Good for the art and class spots—109m.—see May 5 issue—(English-made)—(Mayer-Kingsley).

QUEEN IN AUSTRALIA, THE—DOC—Satisfactory for the art houses—50m.—see June 16 issue—(Ferranicolor)—(Australian-made)—(Australian News and Information Bureau).

QUEEN'S ROYAL TOUR, THE—DOC—Interesting documentary for the art spots—68 1/2m.—see Apr. 7 issue—(Eastman Color)—(Print by Technicolor)—(English-made)—(Stratford).

RED INN, THE—CMD—Fernandel, Lud Germain, Francois Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).

RIMSKY-KORSAKOV—BIDMU—Grigori Belov, Nikolai Cherkassov, A. Borisov—Good musical biography for the art and Russian spots—85m.—see Apr. 7 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkina).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

SIDE STREET STORY—D—Totò, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SINS OF PARIS—D—Madeleine Lebeau, Henri Vilbert, Yves Furet—Good import for the art and exploitation houses—91m.—see May 5 issue—(French-made)—(English titles)—(Arlan).

SKANDERBEG—HISD—Akaki Khraiva, Besa Imani, Advie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkina).

SPELL OF IRELAND, THE—TRAV—Okeh for Irish audiences—77m.—see May 19 issue—(Color)—(16mm. only)—(Celtic).

STRATFORD ADVENTURE, THE—DOC—Alec Guinness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

STREETWALKER, THE—D—Richard Burton, Richard Greene, Kathleen Harrison—Slow moving British import for the art houses—82m.—see Apr. 7 issue—(English-made)—(Brenner).

SUNDERIN (THE STORY OF A SINNER)—D—Hildegard Neff, Gustave Froehlich, Anne Bruck—For the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).

UNCLE WILLIE'S BICYCLE SHOP (Isn't Life Wonderful)—C—Cecil Parker, Eileen Herlie, Donald Wolfitt—Pleasing English import for the art spots—80m.—see May 5 issue—(Technicolor)—(English-made)—(Stratford).

The Shorts Parade

(Grades: E-Excellent; G-Good; F-Fair; B-Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ALL-STAR (6)					
6411	(Sept. 10)	Oh Soy Can You Sue (Clyde)	F	16m. 3622	
6412	(Oct. 29)	A-Hunting They D'Id Go (Quillan-Vernon)	F	16 1/2m 3656	
6413	(Nov. 26)	Down the Hatch (Minnot)	F	17 1/2m. 3673	
6414	(Jan. 7)	Doggie in the Bedroom (Quillan-Vernon)	F	16 1/2m. 3706	
6415	(May 13)	Teasing Yummy (Clyde)	F	17m. 3773	
6416	(June 17)	Iva And Yummy (Clyde)	F	16 1/2m. 3798	
ASSORTED FAVORITE REPRINTS (6)					
6421	(Sept. 17)	Who Dooey (Horsberg)	F	17m. 3614	
6422	(Oct. 27)	Silly Billy (Dunbar)	F	18m. 3630	
6423	(Dec. 7)	Sniff of the Frog (Vague)		16m. 3645	
6424	(Feb. 13)	Oh, Boy! (Horsberg)	F	18 1/2m. 3699	
6425	(Mar. 11)	Two Ducks in a Rut (Schilling-Weiss)	F	18m. 3706	
6426	(Apr. 29)	She Sleeps to Conquer (Vague)	F	17 1/2m. 3730	
COMEDY FAVORITE RE-RELEASES (6)					
6427	(Oct. 13)	Half Shot At Scaries	F	16m. 3620	
6428	(Nov. 13)	Meet Mr. Whiffle	G	17 1/2m. 3638	
6429	(Jan. 14)	Love at First Flight	F	16m. 3682	
6430	(Feb. 27)	Get Along with Hubby	F	17m. 3722	
6431	(Mar. 3)	Stoppily Married	F	16 1/2m. 3706	
6432	(July 3)	Fiddling Around	F	17 1/2m. 3788	
SERIALS (6)					
6433	(Sept. 17)	The Great Adventure of Captain Kidd	G	15m. 3615	
6434	(Dec. 27)	Jonah Saldors (Reissue)	G	15m. 3615	
6435	(Apr. 13)	Conquerors of the Northwest	F	15m. 3739	
6436	(July 29)	Sumner (Reissue)	G	15m. 3779	
THE THREE STOOGES (15)					
6437	(Sept. 3)	Kiss, Kiss and Blush	F	17m. 3630	
6438	(Oct. 3)	Bubble Gum	F	16 1/2m. 3630	
6439	(Nov. 3)	Send us the Heat	F	16 1/2m. 3673	
6440	(Feb. 4)	Income Tax Bang	F	15 1/2m. 3706	
6441	(Mar. 18)	Spunk (2-5)	G	15 1/2m. 3706	
6442	(Apr. 18)	Spunk My Spunk (2-D)	F	15m. 3730	
6443	(May 13)	Mummy Mashed	F	14m. 3758	
6444	(June 13)	Pals and Cats	G	17m. 3773	
THE THREE STOOGES (14)					
6445	(Aug. 13)	Cartoon My Mother	F	16m. 3614	
ONE REEL					
CANDID MICROPHONES (10)					
6446	(Sept. 16)	No. 1	F	10m. 3631	
6447	(Oct. 16)	No. 2	F	9 1/2m. 3676	
6448	(Nov. 16)	No. 3	G	10m. 3723	
6449	(Dec. 16)	No. 4	F	10m. 3758	
6450	(Jan. 24)	No. 5	G	10m. 3806	
CANDID FAVORITES (15)					
(Technicolor) (Reissues)					
6451	(Sept. 24)	General Courage	F	7m. 3615	
6452	(Oct. 8)	F on Time	G	7 1/2m. 3631	
6453	(Nov. 5)	Rain or Not	G	7 1/2m. 3639	
6454	(Nov. 25)	A Boy, A Gun And Birds	F	7m. 3639	
6455	(Dec. 17)	Skeleton Frolic	F	7m. 3657	
6456	(Jan. 7)	Free For Two	G	7 1/2m. 3683	
6457	(Feb. 11)	Way Down Yonder in the Corn	G	7 1/2m. 3683	
6458	(Feb. 29)	Dog, Cat, and Canary	F	6m. 3707	
6459	(Mar. 21)	The Egg Yoga	F	7 1/2m. 3707	
6460	(May 13)	The Way of All Pests	G	7m. 3731	
6461	(May 27)	Amoozin But Confoozin'	F	8m. 3730	
6462	(June 17)	A Cat, a Mouse, and a Bell	G	7m. 3747	
6463	(June 24)	The Disillusioned Bluebird	B	7m. 3750	
6464	(July 8)	Mr. Moocher	F	7m. 3783	
6465	(July 22)	The Herring Murder Mystery	F	7m. 3783	
MR MAGOO (6)					
(Technicolor)					
6701	(Nov. 19)	Magoo Slept Here	G	7m. 3657	
6702	(Mar. 11)	Magoo Goes Skiing	G	7m. 3722	
6703	(July 22)	Kangaroo Courting	G	7m. 3798	
MUSICAL SPECIAL (1)					
7999	(...)	Autumn in Rome	G	8m. 3750	
SCREEN SNAPSHOTS (10)					
(Series 33)					
6851	(Sept. 17)	Hollywood Stuntmen	G	10 1/2m. 3631	
6852	(Oct. 22)	Hollywood Laugh Parade	G	10m. 3657	
6853	(Nov. 19)	Men of the West	G	10m. 3676	
6854	(Dec. 24)	Hollywood's Great Entertainers	F	10 1/2m. 3707	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6855	(Jan. 2)	Memories in Uniform	F	10 1/2m. 3715	
6856	(Feb. 25)	Hollywood Stars to Remember	G	10m. 3720	
6857	(Mar. 25)	Hollywood Goes to Mexico	F	10 1/2m. 3723	
6858	(May 6)	Hula From Hollywood	F	10m. 3758	
6859	(June 10)	Hollywood's Invisible Man			
6860	(July 15)	Hollywood Grows Up			
THRILLS OF MUSIC (6)					
(Reissues)					
6951	(Sept. 24)	George Towne and Orch.	F	10m. 3616	
6952	(Nov. 26)	Boyd Raeburn and Orch.	G	10m. 3639	
6953	(Dec. 24)	Claude Thornhill and Orch.	G	10m. 3646	
6954	(Feb. 4)	Machito and Orch.	G	10m. 3699	
6955	(Apr. 1)	Charlie Barnet and Orch.	G	10 1/2m. 3731	
6956	(June 3)	Skitch Henderson and Orch.	G	10m. 3767	
TOPNOTCHERS (2)					
6901	(Apr. 15)	Canine Crimebusters	G	10m. 3758	
6902	(May 27)	Push Back the Edge	G	10m. 3774	
UPA ASSORTED CARTOONS (4)					
(Technicolor)					
6501	(Jan. 14)	Bringing Up Mother	E	7m. 3707	
6502	(Feb. 11)	Ballet-Oop	E	7 1/2m. 3706	
6503	(Apr. 8)	The Man on the Flying Trapeze	G	7m. 3758	
6504	(June 17)	Fudget's Budget	E	7m. 3773	
UPA CARTOON SPECIAL (2)					
6509	(Sept. 24)	A Unicorn In The Garden	E	7m. 3631	
6510	(Dec. 17)	The Tell Tale Heart	E	8m. 3631	
WORLD OF SPORTS (10)					
6801	(Sept. 24)	Assault and Mat-tery	F	10m. 3631	
6802	(Oct. 15)	Hockey Thrills And Spills	F	9 1/2m. 3657	
6803	(Nov. 12)	Snow Speedsters	F	10 1/2m. 3683	
6804	(Dec. 17)	Battling Big Fish	F	11m. 3707	
6805	(Feb. 18)	Gauchos Down Uruguay Way	G	10m. 3723	
6806	(Mar. 25)	Tee Magic	G	10m. 3723	
6807	(Apr. 22)	Rocquet Wizards	F	9m. 3758	
6808	(May 20)	World Soccer Champions	F	10m. 3774	
6809	(June 24)	Diving Cavalcade	F	9m. 3806	
6810	(July 29)	Target Tricksters			
MGM					
One Reel					
CARTOONS (16)					
(Technicolor) (T-J-Tom and Jerry)					
W-531	(Sept. 5)	Just Ducky (T-J)	F	7m. 3615	
W-532	(Sept. 26)	Half Pint Palomino (BB)	G	7m. 3639	
W-533	(Oct. 17)	Two Little Indians (T-J)	G	7m. 3623	
W-534	(Nov. 21)	Life With Tom (T-J)	G	8m. 3639	
W-535	(Dec. 26)	The Three Little Pups	E	7m. 3646	
W-536	(Jan. 23)	Puppy Tale (T-J)	G	7m. 3657	
W-537	(Jan. 30)	Posse Cat (T-J)	F	7m. 3691	
W-538	(Feb. 20)	Drag-A-Long Droopy	G	8m. 3682	
W-539	(Mar. 20)	The Impossible Possum	F	7m. 3707	
W-540	(Apr. 17)	Hic-Cup Pup (T-J)	F	6m. 3730	
W-541	(May 8)	Billy Boy	E	6m. 3739	
W-542	(May 29)	Little School Mouse (T-J)	F	7m. 3750	
W-543	(June 19)	Sleepytime Squirrel	F	7m. 3798	
W-544	(July 10)	Homesteader Droopy	G	7m. 3758	
W-545	(July 31)	Bird-Brain Bird Dog	F	7m. 3798	
W-546	(Aug. 14)	Baby Butch (T-J)	F	7m. 3798	
(1954-55) (16)					
W-531	(...)	Mouse Follies (T-J)	G	7m. 3788	
W-532	(...)	Farm of Tomorrow	G	7m. 3798	
(...)	(...)	Neopolitan Mause (T-J)	G	7m. 3805	
CINEMASCOPE MUSICALS					
(Technicolor)					
(...)	(...)	Overture to the Merry Wives of Windsor	G	8 1/2m. 3673	
(...)	(...)	Poet and Peasant	G	9m. 3715	
(...)	(...)	The Jubilee Overture	E	9 1/2m. 3767	
(...)	(...)	The Thieving Magpie	G	9m. 3806	
(...)	(...)	The Strauss Fantasy			
FITZPATRICK TRAVELTALKS (8)					
(Technicolor)					
T-511	(Oct. 17)	Seeing Spain	G	8m. 3640	
T-512	(Nov. 28)	In The Valley Of The Rhine	G	9m. 3667	
T-513	(Dec. 26)	Looking at Lisbon	F	9m. 3683	
T-514	(Feb. 13)	Glimpses of Western Germany	F	9m. 3715	
(1954-55) (6)					
(Reissues)					
T-611	(...)	Yosemite the Magnificent	E	9m. 3806	
(...)	(...)	Grand Canyon, Pride of Creation			
(...)	(...)	Picturesque Patzcuaro			
(...)	(...)	Glazier Park and Waterton Lakes			
(...)	(...)	Mexican Police on Parade			
(...)	(...)	Mighty Niagara			
GOLD MEDAL REPRINT CARTOONS (8)					
W-561	(Oct. 3)	Swing Shift Cinderella	G	8m. 3616	
W-562	(Nov. 7)	Springtime for Thomas (T-J)	G	8m. 3622	
W-563	(Dec. 5)	The Bear That Couldn't Sleep	G	9m. 3631	
W-564	(Dec. 19)	Northwest Hounded	G	8m. 3666	
W-565	(Jan. 9)	Milky Waif (T-J)	G	7m. 3646	
W-566	(Feb. 6)	Uncle Tom's Cabana	G	8m. 3683	
W-567	(Mar. 6)	Trap Happy (T-J)	G	7m. 3699	
W-568	(Apr. 3)	Solid Serenade (T-J)	F	7m. 3707	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MUSICAL SPECIAL (1)					
Capriccio Italien					
PETE SMITH SPECIALTIES (10)					
S-551	(Sept. 12)	It Would Serve 'Em Right	G	10m. 3623	
S-552	(Oct. 10)	This Is A Living?	G	9m. 3623	
S-553	(Nov. 7)	Landlording It	G	9m. 3623	
S-554	(Dec. 5)	Things We Can Do Without	G	9m. 3639	
S-555	(Jan. 2)	Film Antics	G	8m. 3623	
S-556	(Feb. 6)	Ain't It Aggravatin'	G	8m. 3657	
S-557	(Mar. 13)	Fish Tales (Technicolor)	G	8m. 3715	
S-558	(Apr. 10)	Do Someone a Favor	F	8 1/2m. 3707	
S-559	(May 8)	Out For Fun	G	10m. 3715	
S-560	(June 12)	Safe At Home	G	8m. 3799	
Paramount					
Three Reel					
CALLING SCOTLAND YARD FEATURETTES (6)					
(English-made)					
5351	(Apr.)	Javanese Dagger	F	17m. 3730	
5352	(Apr.)	Falstaff's Fur Coat	F	27m. 3736	
5353	(Apr.)	The Missing Passenger	F	27m. 3736	
5354	(Apr.)	The Final Twist	G	27m. 3730	
5355	(Apr.)	The Sable Scarf	F	27m. 3736	
5356	(Apr.)	Present For a Bride	G	27m. 3730	
One Reel					
CARTOON CHAMPIONS (6)					
(Technicolor) (Reissues)					
S13-1	(Oct. 2)	The Wee Men	E	10m. 3616	
S13-2	(Oct. 2)	The Enchanted Square	G	10m. 3615	
S13-3	(Oct. 2)	Cheese Burglar	G	7m. 3615	
S13-4	(Oct. 2)	The Stupidstious Cat	G	7m. 3616	
S13-5	(Oct. 2)	Much Ado About Mutton	G	8m. 3615	
S13-6	(Oct. 2)	N naughty But Mice	G	7m. 3615	
CASPER CARTOONS (6)					
(Technicolor)					
B13-1	(Oct. 16)	Do Or Diet	E	7m. 3622	
B13-2	(Dec. 25)	Boos And Saddles	G	7m. 3673	
B13-3	(Jan. 1)	Boo Moon (3-D and 2-D)	G	8m. 3699	
B13-4	(Mar. 26)	Zero the Hero	G	7m. 3739	
B13-5	(May 28)	Casper Genii	G	7m. 3747	
B13-6	(July 16)	Puss'n Boos	F	7m. 3766	
GRANTLAND RICE SPOTLIGHTS (12)					
R13-1	(Oct. 2)	Rocky Mountain River Thrills	G	9m. 3623	
R13-2	(Nov. 6)	Mother Was A Champ	F	9m. 3640	
R13-3	(Nov. 13)	Choosing Canines	F	10m. 3667	
R13-4	(Dec. 4)	Rough Ridin' Youngsters			

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for RKO, Mickey Mouse Birthday Cartoon Reissues, and Walt Disney Reissue.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for Republic, 20th Century-Fox, and Terrytoons.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for United Artists and Universal-International.

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
1103	(Nov. 21)	Spills For Thrills	E	18m.	3656	1708	(Jan. 2)	Dog Pounded	F	7m.	3699			Glass Houses (Meadow)	G	27m.	3736
1104	(Apr. 3)	This Wonderful World	E	20m.	3758	1709	(Jan. 30)	I Gopher You	G	7m.	3699			Glorious Lake Baikal, The			
1105	(May 29)	California Junior				1710	(Feb. 13)	Feline Frame-Up	G	6 1/2m.	3699			(Artkino) (Magicolor)	F	20m.	3656
1106	(July 31)	This Was Yesterday	E	20m.	3811	1711	(Feb. 20)	Wild Wife	F	6 1/2m.	3699			Glory of Goya (Manor)	F	10m.	3779
						1712	(Feb. 27)	No Barking	F	7m.	3691			Going Places (Technicolor) (Handy)	G	9 1/2m.	3750
						1713	(Mar. 27)	Design for Leaving	G	7m.	3750			Guernica (Manor)	E	14m.	3805
						1714	(Mar. 20)	The Cats Bah	G	7m.	3758			Heart of Highland, The (Color)			
						1715	(Apr. 17)	Bell-Hoppy	G	6 1/2m.	3739			(Hoffberg)	G	20m.	3630
						1716	(May 8)	Dr. Jerkyll's Hide	F	7m.	3773			Henri Matisse (Manor)	G	23m.	3805
						1717	(May 22)	Claws For Alarm	F	7m.	3773			Howdy Doody and His Magic Hat			
						1718	(June 5)	Little Boy Boo	G	7m.	3798			(Color) (UPA-Kagran)	G	7m.	3758
						1719	(June 26)	Muzzle Tough	F	7m.	3812			In The Pamins (Artkino) (Sovcolor)	G	32m.	3656
						1720	(July 10)	The Oily American	F	7m.	3812			Isaac and Rebecca (Color) (Cornell)	F	20m.	3645
						1721	(Aug. 7)	Satan's Waitin'	F	7m.	3812			Joy of Living, The (Lewis)	F	7m.	3805
						1722	(Aug. 14)	Stop, Look and Hasten	F	7m.	3812			Kilmainham Jail (Mayer-Kingsley)	F	27m.	3622
													Life With Caesar (Mayer-Kingsley)	G	16m.	3699	
													Little Greyneck (Color) (Artkino)	F	20m.	3773	
													Long Flight, The (BIS)	G	17m.	3713	
													Look Who's Driving (Technicolor)				
													(Aetna)	E	8m.	3691	
													Love For Sale (3-D) (Union)	F	10m.	3699	
													Maid In The Hay (Union)	F	19m.	3602	
													Martin and Gaston (Color) (Brest)	E	10m.	3715	
													May Day Parade, The (Artkino)	F	10m.	3788	
													Mountain of Fire (Color) (IFE)	G	9m.	3739	
													Once Upon a Day (Color) (Manor)	F	20m.	3699	
													One Plane, One Bomb (Civil				
													Defense)	E	20m.	3622	
													Open Window, The (BIS)	G	17 1/2m.	3713	
													Operation Hurricane (BIS)	E	27m.	3722	
													Painted Fox, The (Color) (Artkino)	F	12m.	3707	
													Poland 1953 Part IV (Artkino)	F	21m.	3706	
													Price of Liberty, The (COMPO)	G	10 1/2m.	3715	
													Prince For Cynthia, A (Meteor)	F	26m.	3706	
													Prince Philip (Stratford)	F	28m.	3730	
													Return to Glennascaul (Mayer-				
													Kingsley)	G	26m.	3698	
													Rodin, Master Sculptor (Manor)	G	23m.	3805	
													St. Patrick's Day Parade (Color)				
													(Celtic)	F	18m.	3788	
													Siena, City of the Palio (IFE)				
													(Color)	G	12m.	3624	
													Solar Eclipse, The (Artkino)				
													(Sovcolor)	G	20m.	3639	
													Song Without Words (IFE)	E	12m.	3623	
													Soviet Sport No. 7 (Artkino)	F	10m.	3751	
													Spanish Gypsies (Hoffberg)	F	10m.	3805	
													Sunday By The Sea (Arlan)	E	13 1/2m.		
													Surprise Peaks At Hollywood (Bell)	F	10m.	3667	
													Telephone Goes To Camp, The				
													(Bell Telephone)	G	13m.	3623	
													Timber-r-r (Color) (Bell)	F	6m.	3715	
													Toot, Whistle, Plunk, And Boom				
													(Technicolor) (CinemaScope) (Disney)	E	10m.	3623	
													Turpin-Olson Fight (Int. Boxing				
													Club)	G	21 1/2m.	3639	
													USSR Today No. 1 (Artkino)	F	10m.	3723	
													USSR Today No. 5 (Artkino)	F	10m.	3751	
													USSR Today No. 16 (Artkino)	F	11m.	3806	
													USSR Today No. 18 (Artkino)	G	10m.	3624	
													USSR Today No. 22 (Artkino)	F	17m.	3631	
													USSR Today No. 26 (Artkino)	F	11m.	3640	
													USSR Today No. 31 (Artkino)	F	10m.	3691	
													USSR Today No. 34 (Artkino)	F	10m.	3707	
													Valentin Serov (Color) (Artkino)	F	10m.	3706	
													Willie, The Operatic Whale				
													(Technicolor) (Buena Vista-Disney)	E	20m.	3805	
													Where Is Anabel (Bell)	F	19m.	3666	
													Witch Doctor (Manor)	G	9m.	3805	
													World At Your Feet, The (Tech.)				
													(National Film Board of Canada)	E	9m.	3646	
													World Skating Championship				
													(Artkino)	F	10m.	3631	
													Yugoslav Folk Dances (Color)				
													(Yugoslav)	F	20m.	3805	

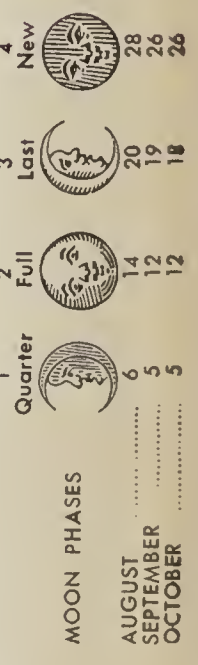
Miscellaneous

Agricultural News No. 11	(Color) (Artkino)	F	18m.	3812
America's Untapped Asset	(United World)	G	12 1/2m.	3657
Anna Pavlova Dances (Lewis)		F	10m.	3783
Athletic Stars (Color) (Artkino)		F	24m.	3779
Atom Goes to Sea, The (Bondy)		G	10m.	3774
Ballet Festival (NFB of Canada)		F	10m.	3805
Ballet of Degas (Color) (Union)		G	10m.	3805
Ben and Me (Technicolor) (Disney)		E	21m.	3622
Big Scot (Technicolor) (Wilding)		G	13m.	3773
Can-Can (Color) (Van Wolf)		G	18m.	3698
Caribbean (BIS)		G	23m.	3805
Chinese Exhibition (Color)				
(Artkino)		F	19m.	3805
Cinderella's Love Lesson (Eastman				
Color) (Fine Arts)		G	8m.	3631
Corral (National Film Board of				
Canada)		G	11m.	3806
Corroboree (Australian Tourist				
Bureau)		F	10m.	3805
Crow And The Fox, The-Cuckoo				
And The Cock, The (Color) (Artkino)		F	11m.	3707
Crucifixion (Meadow)		G	14m.	3691
Crystal and Glassware (Color)				
(Artkino)		F	11m.	3783
Fifty-first Dragon, The (Tech.)				
(UPA-Daggett)		E	11m.	3773
Figurehead, The (Color)				
(deRochemant)		G	7m.	3806
Fort McHenry (Hoffberg)		F	10m.	3691
Girl Behind The Curtain				
(Broadway Roadshows)		F	8m.	3723

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUGUST Security Risk J. Ireland, D. Malane Killer Leopard J. Sheffield, B. Garland	AUGUST Coroner Creek Gunfighters (Reissues) Pushover F. MacMurray, P. Carey, K. Novak The Law vs. Billy the Kid S. Brady B. St. John (Technical)	AUGUST Thunder Pass D. Clark, D. Patrick, A. Devine	AUGUST Her Twelve Men G. Garson, R. Ryan, (AnascaColor) (Print by Technical) Seven Brides For Seven H. Keel, J. Powell (CinemaScope) (AnascaColor)	AUGUST About Mrs. Leslie S. Booth, R. Ryan, M. Millar Living It Up D. Martin, J. Lewis, J. Leigh (Technical) Rear Window J. Stewart, G. Kelly, W. Carey (Technical)	AUGUST This Is My Love L. Darnell, D. Duryea, F. Damergue (Pathé color)	AUGUST Make Hastie D. McGuire, S. McNally, M. Murphy	AUGUST Broken Lance S. Tracy, R. Widmark, K. Jurado, R. Wagner, J. Peters (CinemaScope) (Color by DeLuxe) The Raid V. Heflin, A. Bancraft (Technical)	AUGUST Crossed Swords E. Flynn, G. Lallobrigida (Pathecolor) (Mahan-Vassarotti) (Made in Italy) Down Three Dark Streets B. Crawford, R. Raman (Gardner-Levy) The Diamond Wizard D. O'Keefe, M. Sheridan (Pallos) (English-made) Malta Story A. Guinness, J. Hawkins (De Sarigny) (English-made) Victory at Sea (NBC Film Division) (Documentary)	AUGUST Magnificent Obsession J. Wyman, R. Hudson, B. Rush (Technical) Francis Joins The WACS D. O'Connor, J. Adams C. Wills	AUGUST Duel In The Jungle D. Andrews, J. Crain, D. Farrar (Technical) (Made in South Africa and England) King Richard And The Crusaders R. Harrison, V. Mayo, L. Harvey, G. Sanders (WarnerColor) (CinemaScope)
SEPTEMBER Jungle Gents L. Garcey, H. Hall, L. Luez Two Guns and W. Morris, B. Garland The Human Jungle G. Merrill, J. Sterling	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technical) The Black Dakotas G. Merrill, W. Hendrix, J. Bramfield (Technical) Human Desire G. Fard, G. Grahame, B. Crawford	SEPTEMBER The Unholy Four P. Gaddard Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mafure (Eastman color) (Made in Europe)	SEPTEMBER Sabrina A. Hepburn, H. Bagart, W. Holden	SEPTEMBER Every Girl Should Be Married The Window (Reissues) Africa Adventure R. C. Rurak Documentary (Color)	SEPTEMBER The Egyptian E. Purdam, V. Mature, J. Simmons, G. Tierney (Color by DeLuxe) (CinemaScope) A Woman's World C. Webb, F. MacMurray, J. Allynson (Color by DeLuxe) (CinemaScope)	SEPTEMBER The Egyptian E. Purdam, V. Mature, J. Simmons, G. Tierney (Color by DeLuxe) (CinemaScope) A Woman's World C. Webb, F. MacMurray, J. Allynson (Color by DeLuxe) (CinemaScope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Bassler) Khyber Patrol R. Eagan, D. Addams, (Color) (World) The Golden Mistress J. Agar, R. Bawe (Technical) (Kay-Rybnick) Jesse James' Women P. Castle, J. Beutel, D. Barry (Technical) (Panorama)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technical) The Black Shield Of Falworth T. Curtis, J. Leigh (Technical) (CinemaScope)	SEPTEMBER Dragnet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Dorn, M. Windsor (WarnerColor)
OCTOBER Tonight's The Night Y. DeCarla, B. Fitzgerald, D. Niven (Technical) (Made in England) Ketchikan M. Stevens, J. Vahs, M. Hyer Target Earth R. Denning, V. Grey, K. Crawley	OCTOBER The Deadly Game L. Bridges, F. Currie, S. Silva (English-made) Life With The Lyons B. Daniels, B. Lyon (English-made)	OCTOBER Rogue Cop R. Taylor, J. Leigh, G. Raft Beau Brummel S. Granger, E. Taylor (Technical) (Made in England)	OCTOBER She Ware A Yellow Ribbon (Reissue) Passion C. Wilde, Y. DeCarla (Technical)	OCTOBER The Outcast J. Derek, J. Evans, J. Davis (Trucolor)	OCTOBER Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (CinemaScope) Adventures Of Hajji Baba J. Derek, E. Steward, A. Blake (Color) (CinemaScope)	OCTOBER Naked Alibi G. Grahame, S. Hayden, G. Barry West Of Zanzibar A. Steel, S. Sim, E. Cannon (Technical) (Made in East Africa) (Rank) The Yellow Mountain L. Barker, M. Powers (Technical)	OCTOBER A Star Is Born J. Garland, J. Mason, J. Carson (Technical) (CinemaScope)			

At the request of a midwestern drive-in owner, MOTION PICTURE EXHIBITOR is adding information concerning phases of the moon to its list of services. Drive-in operators should find it advantageous to book color films during a full moon. The accompanying chart applies to the central time zone, with slight adjustments necessary for east and west.



OBSERVATIONS
Sept. 6—Labor Day
Sept. 28-29—Rash Hashanah

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EXHIBITOR

SEPTEMBER 8, 1954 NEW YORK STATE EDITION

IN TWO SECTIONS • THIS IS SECTION ONE



New York Tax Settlement Near

(page 10)

The Servisection Enters 18th Year

(editorial—page 5)

AND FEATURING: THE SERVICECTION

← Joseph R. Vogel, veteran Loew's executive, was elected last week as president, Loew's Theatres Companies, as the corporation divorced its production-distribution and exhibition operations to comply with consent decrees.



ROBERT TAYLOR
JANET LEIGH
GEORGE RAFT

M·G·M's

ROGUE COP

Co-Starring
STEVE FORREST
ANNE FRANCIS

Screen Play by **SYDNEY BOEHM**
Based on the Novel by **WILLIAM P. McGIVERN**

Directed by **ROY ROWLAND**
Produced by **NICHOLAS NAYFACK**
A Metro-Goldwyn-Mayer Picture

FOLLOW THIS PICTURE TO THE BOX-OFFICE!

It is the hardest-hitting melodrama
in years. (*Powerful love story, too!*)

M-G-M backs it with a
TV campaign destined to be
the Talk of the Industry!

Available in Perspecta Stereopho
or Optical 1-Channel

EXHIBITOR

**SEPTEMBER 8, 1954**
VOLUME 52 NUMBER 19

MY SON! MY SON!

IN ITS RELATIVELY SHORT HISTORY, that usually spans only one lifetime, "picture business" has been good to a lot of people.

As a class, the original pioneers weren't longhaired scientists, wealthy industrialists or even prosperous businessmen. Some had formerly been in show business; but the vast majority were just run-of-the-mill guys from many walks of life, who were scratching for a dollar, and were attracted by the opportunity to start a small-overhead business from which a livelihood seemed secure and rich profits possible. Such were our founders of the nickelodeons and the "black Maria" studios from which our business grew. And, most certainly, it is nothing to be ashamed of! By contrast, it is a rich heritage in which we should all take pride.

But the years have run, and now "picture business" is big business.

The same years have brought the end to some brilliant careers, have forced the retirement, and have dimmed the eyes and energies of many who made this industry big. In their places, to carry the stars of generalship, have come new, and often brilliant, trained young men, who share the same vision of a growing virile industry, who have the same confidence in its progressive future, and who often give promise of exceeding the accomplishments of our founders. Many are second and third generation descendants of the original greats, and in them the industry takes just pride. These are the sons, and the sons of sons, who have "picture business" in their blood and are proud of every drop.

But in all blood lines there are accidents. Some of the sons, fortunately in the minority, don't seem to appreciate the full significance of the accomplishments of their fathers and their own rich heritage of a great and fascinating industry. Secure in the fortunes with which their fathers endowed them, educated beyond their fathers' minor beginning, and ensconced in the ivory towers they didn't build, they seem to delight in poking fun at our industry and forecasting its doom.

A case in point occurred recently in an eastern city.

Honored by a local sheet as a successful spokesman for this industry, one of our "sons" gave out with a tongue-in-cheek interview that was far from flattering to it, and pointed out that no bank would loan money on a theatre nowadays; that the theatre business was "riskier" than

ever with few theatres being built; and that generally the theatre business was sick.

Stated inside the industry, at an exhibitor convention or in a statement to the trade press, where executives of equal or superior intelligence could weigh the merits of the speaker and of his views, such an interview could be considered free speech and a just opinion. But stated outside the industry, where the public must be impressed by the author's ownership of "two dozen or more" theatres, such an interview must affect the property values of every other theatre investment in the area, as well as his own. And no patron could get very excited over the really great current pictures when he is informed so authoritatively that the motion picture is a dying art.

Many more seasoned and able heads than this particular "son" believe that we may very well be living in the top grossing year of all time in this industry of ours; that the plentiful supply of really excellent shows that started 60 days ago will continue through the coming fall and winter, and will be strong enough to offset the competition of TV or any other form of mass public entertainment. There is good reason for this belief. But this particular "son" isn't helping the industry to keep the public excited and coming to area boxoffices. He virtually tells them not to go!

We choose to think that this particular "son" acted thoughtlessly and without appraisal of the damage he was doing. We are content to charge it off to a "pop off" that sounded smart and sophisticated at the time. But if there are any other young buckos who would deliberately make such attacks on the industry that bred them, we have a bit of fatherly advice. If you don't like this business, if you can't thrill with excitement over a great cinema achievement even though you had nothing to do with it, if you can't admire show business and showmanship, and if you don't believe in your heart that you are in the best, fastest, and most opportune business in the world,—then get out of it. There will be plenty of other more optimistic men with a real liking for and confidence in our industry, who will be glad to give you more for your holdings than your father paid for them. But don't become a detractor and "talk down" the business your father, and the rest of us, all love.

Jay Emanuel

CAN NEWS

(Trade Headlines Of The Issue)

Corporate

Loew's, Inc., separates its production-distribution from domestic theatre operations, and the new theatre company elects Joseph Vogel as president (page 8).

Deaths

Columbia sales executive Louis L. Weinberg, dies in New York (page 8).

Distribution

Barney Balaban, Paramount president, says the industry is headed for a new upturn at home office conference (page 12).

CinemaScope celebrates first anniversary with world-wide observances (page 16).

Murray Silverstone, president, 20th-Fox International, outlines plan of expansion in the Near East (page 16).

Financial

Allied Artists sets a stock dividend and announces plans to purchase the Pittsburgh exchange (page 12).

Republic and 20th-Fox declare stock dividends (page 12).

International

Famous Players Canadian Corporation schedules a series of roundtable conferences; drive-in total continues to grow; Essoldo Circuit, Limited, England, acquires S.M. Associated Cinemas, Limited, in merger; Odeon Theatres, Limited, declares first dividend since 1950 (page 10).

Legal

New York tax battle nears settlement with both sides attempting to avoid court trial (page 10).

Stanley Warner divests three houses to conform with consent decrees (page 5).

AB-PT wins six-months extension in theatre divestiture program (page 12).

Mel Konecoff

An Allied Artists luncheon with President Steve Broidy and new company advisor William F. Rodgers disclosing company production plans, a talk with Filmmakers executives concerning their plans, and some press agent "thievery" brighten the Broadway scene (pages 4 and 14).

Organizations

Allied report raps Columbia and Warners for "hostility" and "callousness" (page 5).

TOA meets with film company sales heads and suggests improved advertising methods (page 17).

Committee named in Barney Balaban testimonial dinner by Metropolitan Council of B'nai B'rith (page 17).

Production

RKO announces a diversified product lineup for the coming season (page 15).

MGM executives meet on west coast for discussions on new product (page 17).



Recently elected directors of Loew's Theatres, Inc., were, left to right, Thomas J. Connellan, retired vice-president, National City Bank; Frank Pace, Jr., former Secretary of the Army, now executive vice-president, General Dynamics; and Thomas L. Norton, dean of the Bernard M. Baruch School of Business, City College of N. Y.

NEW YORK By Mel Konecoff

ALLIED ARTISTS is really going all-out for a bid at the big time and one of their initial steps in that direction was a deluxe luncheon for the press at the 21



KONECOFF

Club at which time prexy Steve Broidy made known plans for the future and the news that William F. Rodgers, former MGM vice-president and general sales manager, has been persuaded to serve as consultant and advisor to the company.

Broidy recalled that some 18 months ago, executives of the company realized that in keeping with today's trend, a new type of product would have to be turned out, and therefore deals were initiated with such prominent directors, writers, and producers as William Wyler, John Huston, and William Wilder. Wyler's first production will star Gary Cooper in a picture to be made by Cooper's independent production company with distribution world-wide to be handled by AA. Huston will start work around Jan. 1 on "The Man Who Would Be King," with Humphrey Bogart and another prominent personality co-starring. Wilder's first will be "Ariane," a widely-read love story to get under way as soon as he completes "The Seven Year Itch." Each of these producers will make three films for AA release for a total of nine, and others of similar calibre are expected to join the AA ranks with announcements forthcoming as soon as the pacts are inked.

Broidy opined that in keeping with the quest for top releases, it was only natural that a top-flight industryite be sought to assist the organization, with Bill Rodgers being called in. He is expected to work with vice-president and general sales manager Morey Goldstein.

(Continued on page 14)

Latest Bulletins

(Developments At Press Time)

Benjamin Honored In UA Drive

NEW YORK—Backing the most impressive lineup of important productions in United Artists' history is a six-month drive in honor of Robert S. Benjamin, board chairman, it was announced by William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, co-captains.

The drive will award \$50,000 in prizes to the winners among United Artists' 32 competing branches and supports the "blockbuster-a-month" releasing program.

Columbia Negotiates Loan

NEW YORK—Columbia announced the completion of a new five-year term loan of \$15,000,000 at 3¼ per cent, negotiated with Serge Semenenko, senior vice-president, First National Bank of Boston. The proceeds of the new loan will be used to pay off the existing 3½ per cent loan of \$9,000,000. The balance of the funds will be used by Columbia to take care of its expanded production and distribution.

I N D E X

VOLUME 52, NUMBER 19 SEPTEMBER 8, 1954

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BETTER MANAGEMENT	18

SECTION TWO

THE SERVICE SECTION	SS-1—SS-16
Feature Reviews—"Black Eagle, The Story Of A Horse" (Columbia); "A Bullet Is Waiting" (Columbia); "The Caine Mutiny" (Columbia); "Coroner Creek" (Columbia); "Gunfighters" (Columbia); "Hell Below Zero" (Columbia); "Human Desire" (Columbia); "Indiscretion Of An American Wife" (Columbia); "Jungle Man-Eaters" (Columbia); "The Law Vs Billy The Kid" (Columbia); "On The Waterfront" (Columbia); "The Outlaw Stallion" (Columbia); "Pushover" (Columbia); "The Big Chase" (Lippert); "Thunder Pass" (Lippert); "Betrayed" (MGM); "Brigadoon" (MGM); "Rogue Cop" (MGM); "Rear Window" (Paramount); "Sabrina" (Paramount); "White Christmas" (Paramount); "Every Girl Should Be Married" (RKO); "Hans Christian Andersen" (RKO); "She Wore A Yellow Ribbon" (RKO); "Susan Slept Here" (RKO); "The Window" (RKO); "Tobor The Great" (Republic); "The Egyptian" (20th-Fox); "Down Three Dark Streets" (UA); "Shield For Murder" (UA); "Suddenly" (UA); "The Bounty Hunter" (Warners); "Dagnet" (Warners); "Ballet Concert" (Artkino); "Champagne Safari" (Bregstein); "Duel In The Sun" (Selznick); "Forbidden Women" (Bell); "Garden Of Eden" (Excelsior); "Karamoja" (Hallmark); "Private Hell 36" (Filmmakers).	

Holiday Business Good On Broadway

NEW YORK—Despite ideal Labor Day weather for staying outdoors, the Broadway first runs garnered satisfactory business over the last long weekend of the summer season, with Radio City Music Hall and the Roxy leading the parade.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"PRIVATE HELL 36" (Filmmakers). Paramount announced that the opening week would tally \$40,000.

"THE EGYPTIAN" (20th-Fox). Roxy reported \$92,116 for Wednesday through Monday, with the second session sure to top \$102,000.

"SEVEN BRIDES FOR SEVEN BROTHERS" (MGM). Radio City Music Hall, with stage show, bested its previous week and rang up \$133,000 for Thursday through Monday; with the seventh week anticipated at \$170,000.

"LIVING IT UP" (Paramount). Criterion anticipated the seventh week at \$20,500.

"REAR WINDOW" (Paramount). Rivoli expected the fifth week to go over \$48,000.

"THREE HOURS TO KILL" (Columbia). Globe estimated that the opening week would reach \$11,000.

"DUEL IN THE SUN" (SRO). Mayfair reported \$26,000 for the first week of this reissue.

"ON THE WATERFRONT" (Columbia). Astor held up nicely and expected the sixth week to hit \$51,000.

"DRAGNET" (Warners). Victoria expected the third week to best the second at \$46,000.

"THE CAINE MUTINY" (Columbia). Capitol held steady at \$30,000 for the 11th week.

"MAGNIFICENT OBSESSION" (U-I). Loew's State was sure of \$24,000 on the fifth week.



Fred Goldberg recently rejoined Italian Films Export as publicity manager, replacing Ben Kornzweig, who resigned to assume a partnership in the Burstin Company, New York City.

SW Divests Three

WASHINGTON—Department of Justice officials announced last week that Stanley Warner had met its Aug. 31 deadline for the divestiture of three theatres in a special category. When Fabian Theatres took control of the theatre company formed under the Warner Brothers consent decree, the government directed the new SW Circuit to dispose of one theatre in each of three cities where, because of the merger, SW would have owned both first-run theatres. The houses were in Albany, Troy, N. Y., and Johnstown, Pa.

Schencks' Fete Scheduled

HOLLYWOOD—It was announced last week that the fourth annual Milestone Dinner of Screen Producers' Guild, to honor industry pioneers Joseph and Nicholas Schenck, has been set for Nov. 21 at the Statler Hotel.

Allied Report Raps Columbia, Warners

NEW YORK—Wilbur Snaper, member of the National Allied committee which met recently with film company sales heads, released the text of Allied's resolution last week, indicating some promise of relief from MGM, 20th-Fox, and RKO, but "hostility" and "callousness" at Columbia and Warners.

The resolution proposed government intervention to prevent further alleged distributor abuses. The committee reported that despite promises of relief, it was "shocked and amazed by the insensitive attitude of the sales heads toward the exhibitors' critical problems and especially of the apparent hostility of Mr. Montague, of Columbia, toward Allied, the committee, and exhibitors in general, and the utter callousness of Mr. Kalmenson in rejecting the just complaints against his company's policy."

Snaper also said that the Allied board did not look with favor on COMPO's proposed group insurance plan, and it was pointed out that Allied's endorsement was necessary before the plan could be put into effect. He added that it was Allied's opinion that no all-out effort against the 10 per cent federal admissions tax should be made at this time.

The Allied board endorsed COMPO's plan for meetings with the chief technical experts of the major companies, feeling such action could spare exhibitors the unnecessary expenditure of funds for equipment for the new techniques.

The committee reported to the recent board meeting at White Sulphur Springs, W. Va., indicating that the matter of distributor abuses would be carried to the general convention.

ENTERING THE 18TH YEAR

THIS ISSUE of MOTION PICTURE EXHIBITOR marks the beginning of the 18th year of The Servisection, the motion picture industry's only complete reviewing service. Only in The Pink Section will there be found reviews of every American-made feature and short as well as reviews of all the foreign features and shorts distributed in this country.

Ever since September, 1937, The Servisection has been an important exclusive service of MOTION PICTURE EXHIBITOR. Thousands of features and shorts have been reviewed. Not only has the fairness of those reviews been foremost, but those exhibitors who have been fortunate enough to have accumulated complete volumes will know their value as reference guides.

The Servisection is by far one of the most important services which MOTION PICTURE EXHIBITOR offers. The publication's files are filled with letters from exhibitors praising the down-to-earth character of the reviews, and the fact that MOTION PICTURE EXHIBITOR is probably the least quoted of the trade papers in trade ads attests to the frankness of the publication's reviewing policy.

MOTION PICTURE EXHIBITOR well knows that during this period of bidding, etc., reviews have become even more important, and it is extremely unfortunate that there still exists situations which find exhibitors being asked for bids on pictures which they not only have not had the opportunity to see, but which on many occasions have not even been made available to the trade press for judging.

Fortunately, these incidents are in the minority, but they should not occur at all.

It is not to the credit of the trade press that it has allowed itself to become a party to a situation whereby reviews of pictures are released for publication at the discretion of the producer in many cases. This is a situation which should be corrected. While it is true that a film is the property of the producer, and he is properly within his rights to put a restriction on the review date, on the other hand, any picture should be made available for reviewing purposes long before requests for bids or any negotiations for the film are asked.

A ridiculous situation is also presented where circuits throughout the country have the opportunity to look at product which is not shown to the trade press until weeks later.

MOTION PICTURE EXHIBITOR will continue to work to change this situation. It is not a job which can be done single-handed, but if properly presented to the distributors, we believe conditions can be changed so that an exhibitor can feel confident that he is being given an evaluation of a film in plenty of time to make up his mind as to what it is worth to him.

Thus, The Servisection enters its 18th year. It will continue as it has in the past, to include all necessary information as conditions change within the business and, above all, to adhere to its policy of reviewing film with one thought in mind: How valuable is it to the exhibitor?

—The Editor

"MAGNIFICENT HAS MAGNIFICENT

Held over in 73% of its
engagements to date!

*Opens BIG...
Stays BIG!*



Universal International presents
JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'
*Magnificent
Obsession*
COLOR BY TECHNICOLOUR

DOMESTIC SERVICE		\$
Check the class of service desired; otherwise this message will be sent as a full rate telegram		
FULL RATE TELEGRAM		\$
DAY LETTER		
NIGHT LETTER		E

WESTERN UNION

INTERNATIONAL
Check the class of service desired; otherwise this message will be sent as a full rate telegram
FULL RATE TELEGRAM
LETTER TELEGRAM
SHIP RADIOGRAM

WA367 LONG DI. PD FAX WASHINGTON DC 18 301 PMe
RAY MOON, UNIVERSAL FILMS INC. 445 PARK AVENUE NYK

WE FEEL YOU'D BE INTERESTED TO KNOW THAT MAGNIFICENT OBSESSION NOW IN ITS THIRD WEEK AT THE FORT EARLY THEATRE LYNCHBURG, VA. HAS BROKEN AN ALL TIME RECORD FOR THE THEATRE AND IN OUR RECOLLECTION NO PICTURE HAS PLAYED THREE WEEKS IN THE CITY OF LYNCHBURG. THE FIRST 3 DAYS OF THE THIRD WEEK WERE APPROXIMATELY 25% AHEAD OF THE FIRST 3 DAYS OF THE SECOND WEEK. THIS PICTURE WILL PLAY TO APPROXIMATELY 35% OF THE POPULATION OF LYNCHBURG WHICH IS 65,000. CONGRATULATIONS ON A GREAT BOX OFFICE PICTURE. REGARDS.

HARLEY DAVIDSON PRESIDENT
INDEPENDENT THEATRES, INC. 203 EYE ST. NW

OBSESSION

STAYING POWER

Here are some unusual facts about the unusual staying power of this picture in all types of situations!

CITY	THEATRE	2nd WEEK'S percentage of 1st week's gross	3rd WEEK'S percentage of 2nd week's gross	4th WEEK'S percentage of 3rd week's gross
Norfolk, Va.	Loew's State	77.08 %		
Bridgeport, Conn.	Loew's Majestic	82.14		
Atlanta, Ga.	Loew's Grand	76.76	72.82 %	
Milwaukee, Wisc.	Warner	73.58	81.32	
Lancaster, Pa.	Colonial	93.20		
Harrisburg, Pa.	Senate	74.27		
Wheeling, W. Va.	Court	78.18		
Boston, Mass.	R.K.O. Memorial	88.05	83.70	88.47 %
Beverly Hills, Cal.	Warner	73.66	94.67	71.20
Birmingham, Ala.	Melba	72.36		
New Orleans, La.	Joy	79.33		
Atlantic City, N. J.	Hollywood	89.44		
N.Y.C.	Loew's State	82.47		
Kansas City, Mo.	Orpheum	80.53	78.26	73.02
Buffalo, N. Y.	Lafayette	84.39	80.52	78.97
Rochester, N. Y.	Paramount	77.03		
Louisville, Ky.	Kentucky	73.43	76.52	
Chicago, Ill.	United Artists	87.11	76.88	93.95
Lawrence, Mass.	Broadway	78.59		
Charlotte, N. C.	Manor	81.99		

New York Tax Battle Nears Settlement

Attorneys Hope To Avoid Court Trial; See Only Law Involved; Both Sides Seek Summary Judgments

NEW YORK—Indications last week were that the New York amusement tax controversy might be settled without the necessity of a court trial. Exhibitor attorneys were served by Assistant Corporation Counsel Stanley Buchsbaum with motion papers for a summary judgment returnable in Queens County Court.

Buchsbaum claimed that only questions of law were involved, not questions of fact, and industry attorneys were inclined to agree and proposed to make a cross-motion for summary judgment to dispose of the suit without trial. It was expected that the motions would cancel the hearing scheduled for Sept. 13 on the temporary injunction against the city arising from the collection of breakage in excess of the five per cent ceiling.

The city submitted as support for its summary judgment motion affidavits from Elmira, N. Y., and Binghamton, N. Y. where regulations similar to those followed in New York City are in effect under state enabling act. However, Thomas Bress, Loew's attorney, stated that the fact that these two cities also collect breakage amounting to more than five per cent does not make the collection legal. He opined that if the tax in New York is declared illegal, the decision would also apply to these two cities.

Exhibitor counsels, meanwhile, took steps to enable all the city's theatres to intervene in the suit against the tax. It was decided not to accomplish such intervention through the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Owners Association. Instead, at a strategy meeting at Loew's home office, mimeographed forms for individual intervention in the case were passed out to theatremen. Exhibitors also received placards for lobby and box-office display, calling patrons' attention to the tax fight and urging them to keep ticket stubs in the event that tax refunds are made.

Justice Percy D. Stoddart heard the motions for summary judgments and reserved decision, giving the circuits time to submit additional briefs.

Loew's, Inc., Ups Dividend; Elects New Officers

NEW YORK—The board of Loew's Incorporated, divorced last week from Loew's theatre operation, voted to increase the quarterly dividend from 20 cents to 25 cents. This dividend is payable on Sept. 30 to stockholders of record on Sept. 14.

Directors elected to the board were Charles M. Reagan, general sales manager, and Benjamin Melniker, attorney, to succeed Joseph R. Vogel and Leopold Friedman, who resigned to become directors of Loew's Theatres Companies.

New officers elected were Reagan and Jesse Thurston Mills, comptroller, vice-presidents, and Marvin Atlas, assistant secretary. Irving H. Greenfield was elected secretary, succeeding Friedman, resigned.

Louis Weinberg Mourned

NEW YORK—Funeral services were held last week at Riverside Memorial Chapel for Louis Weinberg, Columbia sales executive, who died suddenly at his home. He had celebrated his 65th birthday a week earlier.

A veteran of almost 50 years in motion pictures, "Uncle Lou," as he was affectionately known, joined Columbia in 1928 in the position he held until his death. He entered the industry prior to World War I as manager, Bunny and Burland, New York.

Surviving are his wife, Cora; a son, Arthur, assistant U. S. Attorney General for Massachusetts; a daughter; and five sisters. Also surviving are six nephews, all well known in the industry. They are Arnold Picker, vice-president, United Artists; Leonard Picker, attorney, United Artists; Eugene Picker, executive, Loew's Theatres; Sidney Picker, producer; Arnold Grant, noted attorney; and Gene Grant, well-known artist.

Filmack Names Gold

CHICAGO—Marvin I. Gold last fortnight was appointed advertising manager of Filmack Trailer Company, succeeding Lou Kravitz, who has been promoted to vice-president in charge of sales.

Theatre Divorcement Completed By Loew's

NEW YORK—As of Sept. 1, Loew's Incorporated separated its motion picture production and distribution business from its domestic theatre operations as required by the consent decree with the government.

The new theatre holding company has been incorporated under the name, Loew's Theatres, Inc. The production and distribution company will continue to be called Loew's Incorporated.

Ownership of the stock of the present theatre subsidiaries will remain with Loew's Incorporated until the stock of the new theatre holding company is distributed to the Loew's Incorporated stockholders. When the time comes for this distribution, ample notice will be given.

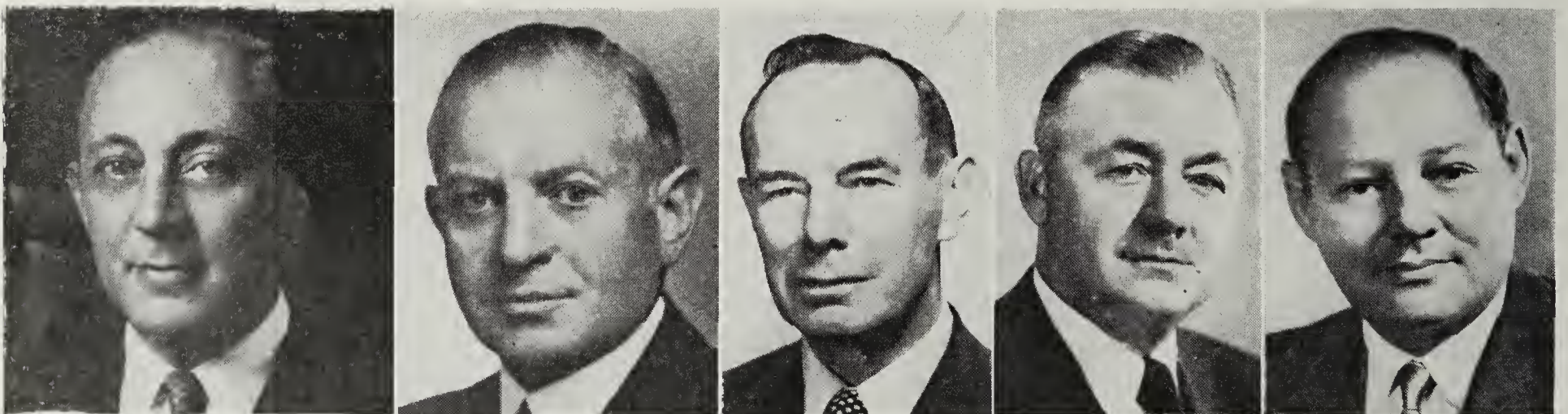
Three of the six members of the board of Loew's Theatres require the approval of the U. S. District Court until a distribution of the stock has been made. These three members, so approved, are Thomas J. Connellan, retired vice-president, National City Bank; Thomas L. Norton, dean, Bernard M. Baruch School of Business, College of the City of New York; and Frank Pace, Jr., former Secretary of the Army and now executive vice-president, General Dynamics.

The other three board members have been active in the company's theatrical operations for many years. They are Joseph R. Vogel, Leopold Friedman, and Harold J. Cleary.

The first meeting of the new board elected officers, all of whom have been experienced in the company theatre operations. They are Vogel, president; Friedman, vice-president and treasurer; Cleary, vice-president and comptroller; Eugene Picker, vice-president; John Murphy, vice-president; Eliot Rosenthal, secretary; Archie Weltman, assistant secretary; Leonard Pollack, assistant treasurer; Matt J. Madden, assistant treasurer; and Jacob Stillman, assistant treasurer.

RKO Theatres To Move

NEW YORK—Headquarters of RKO Theatres will move from Radio City to the Mutual Life Building, 1740 Broadway, by Nov. 1, it was announced last week.



New officers of Loew's Theatres, Inc., after the divorcement of the theatre company from MGM, are seen, including, left to right, Joseph R. Vogel, president and director; Leopold Friedman, vice-president and treasurer;

Harold J. Cleary, vice-president and comptroller; John Murphy, vice-president in charge of out-of-town operations in the U. S. and Canada; and Eugene Picker, vice-president in charge of New York theatre operations.

**BOX-OFFICE
OFFICE
ADS
FOR A
BOX-OFFICE
PICTURE**



**"HONEY...
I DON'T
NEED A
GUN TO
KEEP
YOU
HERE!"**

kill-crazy man,
vengeance-mad
cop... and the
border city woman
who followed their
twisted trail of
violence to trap
them both!

**Naked
Alibi**

she was every kind
of woman...to
every kind of man...

starring
STERLING HAYDEN · GLORIA GRAHAME
co-starring
GENE BARRY · MARCIA HENDERSON



DIRECTED BY JERRY HOPPER · SCREENPLAY BY LAWRENCE ROMAN · PRODUCED BY ROSS HUNTER · A UNIVERSAL-INTERNATIONAL PICTURE

**THE KILLER...
THE COP...
...and the
Naked
Alibi**

... a story of the kind of love
heels and waits for a bullet after each embrace. A story of the half-
world of a border town slum, where the easiest thing to take is a man.
And a woman can kiss away anything - maybe, even Murder!

starring
STERLING HAYDEN · GLORIA GRAHAME
co-starring
GENE BARRY · MARCIA HENDERSON

**THE
STORY
OF A
LOVE
WITH
THE
LAW
AT ITS
HEELS**

... a killer,
a vengeance-mad cop and a dame that
tried to kiss away Murder!

**Naked
Alibi**

starring
STERLING HAYDEN · GLORIA GRAHAME
co-starring
GENE BARRY · MARCIA HENDERSON

**BRUISING!
JOLTING!
JARRING DRAMA!**

... of a kill-crazy
man and the
vengeance mad
cop that hounded
him through the
murder marts
and dimlit dives
of a notorious
Border City!
...to the
waiting arms
of his

**Naked
Alibi**

starring
STERLING HAYDEN · GLORIA GRAHAME
co-starring
GENE BARRY · MARCIA HENDERSON

... Another Picture with that *Universal Appeal!*



The International Scene

Canada

Famous Players Meets In Roundtable Talks

TORONTO — Roundtable discussions by partners, associates, and district managers will be held across Canada by executives of Famous Players Canadian Corporation. The executives will travel to various parts of the country to hold the discussions, replacing the eastern and western conventions of previous years.

In the team which will make the journey to eight cities are John J. Fitzgibbons, R. W. Bolstad, Ben Geldsaler, Bob Eves, George Cuthbert, Jack Fitzgibbons, Jr., and James R. Nairn.

The discussions will center on product, operation, confections, advertising, new media of presentation, and other important topics dealing with theatre operation.

The conferences begin in Winnipeg on Sept. 13, with a two-day session, moving to Regina for a one-day meeting; then Calgary, on Sept. 16; north to Edmonton for a meeting on Sept. 17; and two days in Vancouver. Meetings will follow in Saint John, N.B., Toronto, and Montreal.

During these various conferences, dinners will be held in each of the cities to induct 90 employes and associates of the company into the 25-Year-Club. This is the largest group yet to be inducted, and many in it are projectionists, for this year marks the 25th anniversary of the introduction of sound in the company's theatres. Home office executives will preside over the ceremonies.

Canadian Comment

Of the 53 theatres which have opened in Canada since the beginning of the year, 34 were drive-ins. This brings the total number of drive-ins in operation to 216. It is predicted that number will probably reach 240 before the end of the season, since there are 22 others in construction and eight more planned. There are 17 standard-type houses in work, and 21 more are projected.

While many exhibitors may have no love for sub-titled films, there are por-



Americo Aboaf, foreign sales head, U-I, recently opened the company's first Far Eastern sales convention in Tokyo. Among executives on the dais are Fortunat Baronat, foreign advertising and publicity head; Charles J. Feldman, vice-president and general sales manager; Aboaf; Arthur G. Doyle, Far Eastern supervisor; and Wally Orr, managing director for Japan.

tions of the population which do like them, if a letter printed in the Toronto Star is any indication. The letter was signed by "Deaf Movie Fan," who wondered if there would ever be movies made for deaf people. He points out he attends the theatres which show the German, Italian, and French films which have English sub-titles.

CINE CHATTER: Ben Halter, production editor, Canadian Film Weekly, moves over to the Julius Hayman Limited, publications to become managing editor. . . . St. John leads in the fourth week of the Canadian RKO drive. The drive has two more weeks to go, according to Jack Labow, general manager. Kenneth Snelgrove heads the St. John branch. . . . The St. Lawrence Pictures Corporation, Limited, has been organized in Kingston, Ont. Head is Mel Turner. The company is now producing the first picture, a full-length feature in color. . . . Traveling partners to Los Angeles were Leslie Allen and Sam Fingold and their wives. Allen is general manager, Cardinal Films Limited, while Fingold is head, National Theatres Limited. . . . Tom Daley, manager, University, Toronto, held a preview of "About Mrs. Leslie" before the actual opening of the picture. He advertised the preview

which was shown along with his regular program, "Knock On Wood." . . . Five units of B and F had a group booking of "French Line." . . . Drive-ins in Ontario are offering a variety of premium giveaways to attract the patrons. One down at Kingston staged a prize draw, while the Twilite, London, Ont., gave away tickets each night for a week on four prize awards.

Herb McLuhan, 36, a projectionist of Tillsonburg, Ont., escaped with injuries when his airplane crashed in a field during a fog. He sustained a broken leg and various bruises. . . . Canada's last stronghold of vaudeville, The Casino, Toronto will probably replace its vaude shows Labor Day because of a jurisdictional dispute. The musicians' union seeks a contract whereby its members would not have to play for members of AGVA. The Casino is reluctant to do so, but has claimed the musicians refuse to negotiate. The theatre asked for a conciliation officer. . . . Canadian National Exhibition Grandstand Show starring Roy Rogers received reviews stating it an excellent show for kids. Executive producer Jack Arthur only helped with the lighting this year because of union dispute. . . . John Bernstein, Cleveland RKO branch manager, returns to Canada to become general sales manager, Allied Artists Pictures of Canada Limited.

—HARRY ALLEN, JR.

England

In a deal whereby Essoldo Circuit (Control) Limited, has acquired S. M. Associated Cinemas Limited, in the largest independent circuit purchase ever concluded in the United Kingdom, Essoldo now controls 171 theatres and is easily the largest circuit here. Essoldo is headed by Sol Sheckman. SM Associated, with some 70 houses, had W. Southan Morris as managing director. Essoldo is equipping its theatres for CinemaScope and has about 33 houses now ready for the anamorphic process.

In London, it was revealed last week that trading profit of Odeon Theatres, Limited, rose in the year ended on June 26 to a record 7,704,084 Pounds. Profit the previous year was 6,837,496 Pounds. Directors declared a 15 per cent dividend on ordinary shares, the first company dividend since 1950. Odeon also further reduced its bank indebtedness.



Among those present at the recent demonstration of "The Advancing Technique of CinemaScope" held by 20th-Fox at the Capitol, Calgary, Alberta, Canada, were, left, left to right, 20th-Fox Canadian district manager Peter Myers; Arthur Silverstone, 20th-Fox assistant general sales manager; Dick Barron, Calgary; Bob Cringan; Del Fox, Pincher Creek; M. Hoffman, Cal-



gary; J. B. Barron, Calgary; unknown; and Bill Barron, Calgary; and, right, left to right, R. Roy Chowan, Calgary; Harold Purnell, Cranbrook, B. C.; Joe Brager, Calgary; I. B. Barron, Calgary; D. Barron, Calgary; Hoffman, Calgary; Don Purnell, Blairmore, Alberta; Sam Slutker, Calgary; Bob Cringan, veteran 20th-Fox manager, Calgary; and Bill Barrow, Calgary.

N
O
W

*The Greatest Era
In Entertainment
History*

as 20th Century-Fox launches

DARRYL F. ZANUCK'S

production

**THE
EGYPTIAN**

Color by DE LUXE Laboratories

Photographed with the newly-perfected
Anamorphic camera lenses in

CINEMASCOPE



Play it in GENUINE, 4-TRACK HIGH-FIDELITY MAGNETIC-STEREOPHONIC SOUND

This Was The Week When

William J. Heineman, UA vice-president, announced that "Suddenly" will get a coast to coast sendoff via key territorial premieres beginning on Sept. 16. . . . Transfilm offered to make a short subject for New York City dealing with the problem of juvenile delinquency for theatre and TV exhibition. . . . Irving Berlin conferred with Paramount west coast toppers regarding plans for personal appearances on behalf of key openings of "White Christmas," first VistaVision feature. . . . Seven tons of electronic equipment took off by plane from New York bound for London and the unveiling of Cinerama at the Casino.

Republic directors voted a dividend of 25 cents per share on preferred stock, payable on Oct. 1 to stockholders of record on Sept. 10. . . . A quarterly cash dividend of 40 cents per share on outstanding 20th-Fox common stock was declared, payable on Sept. 30 to stockholders of record on Sept. 10. . . . The world premiere of Filmakers' "Private Hell 36" took place at the Paramount, New York. . . . The American premiere of "The French Touch," new French comedy starring Fernandel, was held at the World, New York. . . . A second oil well was brought in on 20th-Fox studio property in Hollywood. . . . Jesse Goldberg announced that he planned to reenter the independent production field.

The word premiere of Warners' "A Star Is Born," set for the RKO Pantages, Hollywood, was advanced from Sept. 30 to Sept. 29. . . . Transfilm produced a 90 second animated cartoon designed to bring the message of the Community Chest and the United Fund to theatre audiences. . . . The reissue of David O. Selznick's "Duel In The Sun" was outgrossing its original release. . . . MGM's "Seven Brides For Seven Brothers" passed the \$1,000,000 mark in its sixth week at Radio City Music Hall, New York. . . . The American premiere of the prize-winning Japanese film, "Ugetsu," was held at the Plaza under the sponsorship of the Japan Society. . . . Paramount opened its 40th Anniversary Sales Drive with "A. W. Schwalberg Anniversary Week" in tribute to the head of Paramount Film Distributing Corporation.

AA Sets Dividend; Plans Exchange Buy

NEW YORK—Steve Broidy, president, Allied Artists, announced last week following a meeting of the board, that payment of 13¾ cents per share for the second quarterly dividend on the 5½ per cent cumulative convertible preferred \$10 par value stock had been authorized, payable on Sept. 15 to stockholders of record on Sept. 3.

The corporation is also completing negotiations for the purchase, effective next Sept. 30, of the Pittsburg exchange. Acquisition of that exchange will give the company ownership of 17 of the 31 Allied Artists exchanges.

The board also adopted a resolution authorizing officers to file all necessary applications and to take other necessary steps in order to cause the 5½ per cent cumulative convertible preferred stock to be listed on the American Stock Exchange.

Broidy said that all 10 present members of the board were designated as the management's choice for the board for next year, to be submitted for vote by the stockholders at the annual meeting on Nov. 10.

Those attending the meeting were Broidy, G. Ralph Branton, Arthur C. Bromberg, George D. Burrows, W. Ray Johnston, Herman Rifkin, and Howard Stubbins. Those absent were Harold J. Mirisch and Norton V. Ritchey, in Europe, and Edward Morey.

Arbitration Draft Completed

NEW YORK—Herman Levy, general counsel, Theatre Owners of America, has completed the preliminary draft for a proposed industry arbitration system, it was learned last week.

The draft will form the basis of discussion, it is said, when the arbitration committee next convenes.

Writers Form New Group

NEW YORK—At meetings held last fortnight by both the Screen Writers' Guild and the Radio Writers' Guild on the west coast and the RWG and the Television Writers' Group of the Authors' League of America in the east, articles of incorporation of Writers' Guild of America, which will represent writers nationally in motion pictures, radio, and TV, were ratified and a constitution approved. Interim officers and directors will be appointed pending formal elections in November. F. Hugh Herbert was elected president of the newly formed WGA West.

Colosseum Sets Convention

DALLAS—The Colosseum of Motion Picture Salesmen of America will hold its 1954 convention at the Drake Hotel, Chicago, on Nov. 19 and 20, it was announced last week by Raymond Wild, president. Louis Aurelio heads the convention committee. Approximately 100 delegates from branch cities are expected to attend.

The Colosseum is active in many all-industry efforts.



Ernest K. Gann, author and screen writer, Warners' "The High and the Mighty," recently received an award from the Los Angeles Book and Authors' Symposium from star John Wayne.

Balaban Forecasts New Industry Upturn

NEW YORK—The motion picture business "is on the threshold of a new upturn," Barney Balaban, Paramount president, said last week in an address at a three-day, top-level company sales conference at the home office.

Balaban told the assembled executives, division managers, and assistant division managers that the present high industry prosperity and the even more auspicious days he sees ahead result from Hollywood's new attitude that "everything will be added to a picture that will help make it a good picture."

Balaban said that among the factors that will keep Paramount's star rising are VistaVision, continued careful planning to make certain that each picture gets top consideration, the spending of money properly and wisely, and continued close coordination between the sales and advertising-publicity departments. He added that the most important factor was "good product."

The conference, devoted principally to VistaVision and Irving Berlin's "White Christmas," was described as "the most important meeting in the history of our organization" by A. W. Schwalberg, president, Paramount Film Distributing Corporation.

Balaban, reminding the meeting of the enthusiasm and praise with which the industry and the press greeted the recent first showing on the coast of "White Christmas," said that the company "will go ahead with the production of top-flight pictures, and will get the best producers, directors and actors for every picture."

Among the executives present were Adolph Zukor, chairman of the board; Paul Raibourn, vice-president; E. K. "Ted" O'Shea, vice-president, Paramount Film Distributing Corporation; Jerry Pickman, vice-president in charge of advertising-publicity-exploitation; Russell Holman, eastern production manager; and others. The division managers and assistant division managers came to New York from all sections of the country.

German Company Formed

NEW YORK—Munio Podhorzer, veteran distributor of German-language films in the United States, announced last week the formation of United German Film Enterprises, Inc., as an organization to look after the American interests of a number of important German and Austrian production, distribution, and export companies.


The new company, of which Podhorzer is president, has offices at 1564 Broadway.

Podhorzer stated that German films were the equal of any being produced in Europe and could have wide appeal here.

AB-PT Wins Extension

WASHINGTON—The Department of Justice last fortnight agreed to give American Broadcasting-Paramount Theatres another six months in which to complete the divestiture of its 774 theatres required by the Paramount consent decree.

AB-PT has disposed of all but 47 of the theatres required, it was stated, as the Sept. 3 deadline was advanced to March 3, 1955.



Born to be re-born
. . . again and again

Consider the star. The color negative captures her at her brilliant loveliest. Here, time for processing the film is a minor consideration. But in release prints she must be "re-born" in all her original beauty, again and again, at *money-making speed*.

To do this—faster—calls for meticulous attention to printing and processing . . . for color printing control systems, for example, that not only provide exposures at rates up to 200 fpm, but take care of scene-to-scene variations in negative density and in color balance.

Problems such as this are being solved by the industry. As a means of co-operating in all areas—especially in film selection, film processing and projection—Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division

342 Madison Avenue, New York 17, N. Y.

West Coast Division

6706 Santa Monica Blvd., Hollywood 38, Calif.

Midwest Division

137 North Wabash Avenue, Chicago 2, Illinois

Konecuff

(Continued from page 4)

Rodgers felt that with its new planning, AA can only go in the same direction as the company he was once connected with, MGM, and he reported that his association is a non-exclusive one and will not interfere with his interest in Amalgamated Pictures, which he heads. He was very pleased at the association and hoped to be able to contribute to the company's operation.

Broidy announced that 34 pictures of all types are planned for 1955 in whatever process and screen size the various stories indicate. Incidentally, Wyler, Huston, and Wilder are being financed by AA.

Before the chief executive adjourned the session prior to taking off by plane for a sales convention abroad, he paid tribute to fellow officers and executives Harold Mirisch, Morey Goldstein, Walter Mirisch, Ralph Branton, Ed Morey, and John Flinn for their part and efforts over the last five years in particular which have helped raise the company to its present status.

PRODUCTION AND DISTRIBUTION DEPARTMENT: Collier Young, president, Filmmakers Productions, and Irving H. Levin, president, Filmmakers Releasing Organization, arrived last week for the world premiere of their latest release, "Private Hell 36," at the Paramount and for discussions with exhibitors on this and other forthcoming product.

At a press conference, the pair revealed that they were very pleased with progress the company was making and with their plans for the future, as well as with the offbeat selling plan they introduced in the business. This latter involves announcing a property, its stars, director, and theme as well as potential release date in ads to exhibitors and asking for bids or offers on the film. These are evaluated with the best deal accepted regardless of whether the offer comes from circuit or independent. Most offers are on a percentage basis with a minimum guarantee.

They feel that thusly exhibits can actually help in the making of pictures. The contracts offer no cancellation privileges, and if an adjustment is necessary it is made on the percentage portion and not on the minimum guarantee. "Private Hell 36 is the first film offered under this plan and they received replies from approximately 1,000 theatres initially, and they have attempted to steer clear of sub-key or runs far down the releasing ladder. After a picture goes into release and satisfies their mail-order customers, then they go in for subsequent or competitive selling.

They have ordered 200 prints on the film, and distribution is handled via outside agencies. Regionally, they maintain some supervisory employes plus a network of franchise holders who are paid a distribution fee for each contract falling within their territory, with final supervision coming from the home office on the coast. It is planned to open a representation office in New York in the near future.

Young reported that future productions will continue to employ exploitable themes and competent casts with top people in each having a piece of the film. At the

Reade Hails DCA; Pledges TOA Support

NEW YORK—Acting on behalf of TOA, which he heads, Walter Reade, Jr., made public last week the following letter to Fred J. Schwartz, president, newly-formed Distributors Corporation of America:

"It is wonderful to seize this opportunity to congratulate you, Charlie Boasberg, and the rest of your associates on your recent announcement of DCA.

"This is the most important plus in helping the industry, and exhibitors in particular, with the problem of shortage of motion picture films. I am convinced that your leadership in undertaking an enterprise as important as this will be well rewarded.

"I wish to assure you personally of every bit of cooperation and to advise you that the general membership of the Theatre Owners of America are anxious to be helpful and to encourage you in the kind of productions you have announced."

moment, besides "Private Hell 36," there is completed or near completion "Mad At The World," a film on juvenile problems today, with Frank Lovejoy and Keefe Brasselle, which is to be released on Nov. 15; "Crash Out," having to do with a prison break, with William Bendix and Arthur Kennedy to be released on Jan. 1. Another film is to be completed by the year's end, which will see release on March 1.

1955 will see six features made and probably sold in similar fashion. Each picture averages out to about \$250,000 in actual cash, not including deferments and participations.

COCKTAIL NOTES: Young and Levin were hosts at a cocktail reception at the St. Regis while in town, which was attended by representatives of magazines, newspapers, trades, etc. It was a nice affair and well handled by eastern press representative Ed Gollin. It was here, too, that Levin insisted on telling us that he reads this space avidly. Gee, but he's a swell fellow.

THIEVERY DEPARTMENT: Most ad-pub departments have come around to figuring that when you have an opening, some time should be bought on TV to bolster the rest of the campaign, but as a rule this time is pretty expensive so participation is limited unless the budget is nearly limitless. Anyhow, for the opening of "Duel In The Sun" at the Mayfair, Selznick Releasing Organization ad-pub head Ben Babb thought it might be a good idea to go on TV. But how to do this with a limited budget?

Next he and staffer Leo Brody ran an old original print through a Movieola and cut out "sexless" footage such as Gregory Peck wrassling a wild stallion, a stampede, the dramatic and suspenseful lineup at the fence-line, etc., and hit the TV trail offering free wild-west footage to a number of kiddie shows with naturally a theatre plug requested in return . . . and they got it on a number of different shows.

As a matter of fact, the boys later sat down and figured out how much it would

About People

NEW YORK—Two of India's leading news, commercial, and documentary motion picture producers, Rane Film Field and Eastern Movies, named Leonard Spinrad, film business consultant, as their American representative last week. Rane Film Field, New Delhi, Bombay, and Lucknow, India, and Eastern Movies, New Delhi, Kampore, and Bombay, service clients all over the world with both sound and silent footage, 35mm. and 16mm.

The facilities of the companies are being made available to American business concerns operating in India, commercial and industrial film companies requiring Indian footage, educational film libraries, and institutions and television program producers.

NEW YORK—Edward Morey, vice-president, Allied Artists, revealed last week that Nat Taylor, president, International Film Distributors Limited, has named Jack Bernstein to the post of sales manager for Allied Artists Productions Limited of Canada. International recently acquired the Allied Artists Canadian franchise.

Bernstein, who resigned as Cleveland RKO branch manager to accept the new position, has been in motion picture sales for 17 years. Prior to becoming branch manager in Cleveland in 1949, he was assistant to the late Leo Devaney.

NEW YORK—Ernie Emerling, Loew's, and Gil Golden, Warners, consented last week to serve on the COMPO press relations Committee, it was announced by Robert W. Coyne, COMPO special counsel.

Harry Mandel, chairman, press relations group, named them as a special copy committee responsible for the copy of the new series of 26 ads which COMPO will begin publishing shortly in Editor and Publisher. They replace Harry Goldberg and Oscar Doob, who will continue as members of the main committee.

NEW YORK—Continuing the expansion of United Artists' exploitation staff, Francis M. Winikus, national director of advertising, publicity, and exploitation, announced last week the appointment of Edward Lurie to the company's permanent field force working under the supervision of exploitation manager Mori Krushen.

The appointment of Lurie, veteran film exploiter, brings to nine the number of permanent exploitation men on the UA staff. Lurie's territory will include Cleveland, Pittsburgh, and Cincinnati.

have cost them to buy the time ala the rate card, and it added up to over \$5,000. What magnificent thievery!

The follow-up to this yarn is that special 16mm. exploitation kits of "sterilized" footage are being prepared for use in key cities throughout the country.

THE METROPOLITAN SCENE: RCA's Jack O'Brien and Ralph Teare were responsible for a film being shown in Baseball's Hall of Fame for the first time recently. They arranged for projection equipment, screen, etc., to be set up so that Ford Frick and other baseball big-wigs could see Number 11 in the series, "This Is Baseball," made by Emerson Yorke.

Miscellaneous

In The Newsreels

IN ALL FIVE:

Washington, D. C.: President Eisenhower addresses Legion convention. Brazil: President Vargas mourned.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 72) Pakistan: U. S. relief for flood victims. Canada: Duchess of Kent opens exhibition. Rapid City, S. D.: B-36 crash. England: New British jet. Canada: Holscher wins Toronto golf tourney. The Bahamas: Fishing tourney.

NEWS OF THE DAY (Vol. XXVI, No. 202) France: Assembly kills E.D.C. Pakistan: U. S. relief for flood victims. Rapid City, S. D.: B-36 crash. Germany: Heavy-weight bout. France: Bicycle-ball championship.

PARAMOUNT NEWS (No. 5) France: Assembly kills E.D.C. Pakistan: U. S. relief for flood victims. Los Angeles, Cal.: Rams beat Browns. Williamsport, Pa.: Little League world series.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 600) France: Paris liberation anniversary. Pakistan: U. S. relief for flood victims. Portugal: Pilgrimage to Fatima shrine. Fayetteville, Ga.: Mud fishing. Los Angeles: Rams beat Browns.

WARNER PATHE NEWS (Vol. 26, No. 7) San Francisco: New air terminal opened. George Air Force Base, Cal.: Top jet ace buried. Canada: Duchess of Kent opens exhibition. Williamsport, Pa.: Little League world series. Los Angeles, Cal.: Rams beat Browns.

IN ALL FIVE:

Brazil: Country in turmoil after President Vargas commits suicide. Indianapolis: Revolutionary road "Rhino."

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 71) Denver: President Eisenhower signs bill outlawing Communist Party. Naples: Europe's Kings and Queens taken for cruise by King Paul and Queen Frederika of Greece. USA: Navy organizes Cutlass Squadron. California: Fight tree plague with wonder drug. Munich: New swim gadget. Golf: Paul Hahn shows bag of tricks.

NEWS OF THE DAY (Vol. XXVI, No. 201) England: Mendes-France confers with Churchill. New York City: Vishinsky arrives. Indo-China: U. S. Navy aids evacuation. France: Dior's new fashion look; also Jacques Fath creations. Santa Monica, Cal.: Synchronized swim meet. Germany: World bicycle championship.

PARAMOUNT NEWS (No. 4) California: Fight tree plague with wonder drug. France: Dior's new fashion look; also Jacques Fath creations. England: Portuguese swims channel. Germany: World bicycle championship.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 599) Italy: de Gasperi funeral. England: Mendes-France confers with Churchill. Ireland: Texan flies Atlantic. New York: Oriental touch to new hats. Annapolis: Navy begins football practice. Germany: World bicycle championship.

WARNER PATHE NEWS (Vol. 26, No. 6) England: Mendes-France confers with Churchill. Naples: Europe's Kings and Queens taken for cruise by King Paul and Queen Frederika of Greece. India: New Delhi floods. France: Dior's new



Herbert J. Yates, president, Republic, recently bid bon voyage to William Dieterle as the noted producer-director left for Munich, Germany, to film "Magic Fire" for future Republic release.

Greenthal To Handle E-P Ads

NEW YORK—Robert W. Coyne, Council of Motion Picture Organizations, Inc., special counsel, announced last week that the Monroe Greenthal Company had been chosen as the advertising agency to handle the second series of 26 ads which COMPO will publish in Editor and Publisher. The first group of 26 ads was handled by Donahue and Coe under an arrangement that called for the work to be rotated among the ad agencies serving the industry.

The second series of COMPO ads will appear in Editor and Publisher every other week.

fashion look. England: Portuguese swims channel. Annapolis: Navy begins football practice. USA: Injury retires "Native Dancer."

Diverse Lineup Key To RKO Production

HOLLYWOOD—With "The Conqueror" going into the cutting rooms last week, RKO had completed its 1954-55 plans for diversified story product which it will offer exhibitors during the coming year, according to J. R. Grainger, president.

Foreseeing the trend away from trends in picture making, RKO planned more than a year ago to come up with product that would in no way be overbalanced in favor of one type of story.

"We can offer exhibitors the best in comedy, drama, western, adventure, and sock action pictures," Grainger said.

"Not only has RKO planned for an assortment in picture appeal," continued Grainger, "but we are the only studio making films in all types of projection. 'The Conqueror' will be in CinemaScope. 'Girl Rush' will be in VistaVision. An undetermined number will be in SuperScope, the process developed by the Tushinsky brothers at the RKO studios. I think we have laid out a wise plan this year that will pay off big for the exhibitor at the boxoffice because we are offering the widest assortment of hits in the history of RKO."

Listed among the "diversification" plan are "The Conqueror," adventure; "Susan Slept Here," comedy; "The Big Rainbow," underwater action drama; "Cattle Queen Of Montana," western; "Africa Adventure," documentary; "Girl Rush," comedy; "Jet Pilot," air spectacle; "Son Of Sinbad," "Americano," and "Passion."

See it at the show! Visit us at Booths 60-61-62

THE RAINMASTER

The Best of All In-Car Speakers

MOTIOGRAPH, INC.

4431 WEST LAKE STREET CHICAGO 24, ILLINOIS

C'Scope Celebrates First Anniversary

NEW YORK—CinemaScope's first anniversary marking the introduction of the new entertainment medium with "The Robe" on Sept. 16 last year, will be celebrated by 20th-Fox and leading industry figures and organizations in an international series of commemorative events, it was announced last week.

The CinemaScope progress will be saluted on its first birthday in special theatre ceremonies, on television and radio, and in the press. Plans have been completed to stage fetes in every country where CinemaScope films have been exhibited.

Industry celebration plans embrace all segments of publicity, advertising, and exploitation among leading theatre circuits, independent exhibitors, manufacturers of CinemaScope lenses, screens and stereophonic sound equipment, and all groups connected with the development of the system.

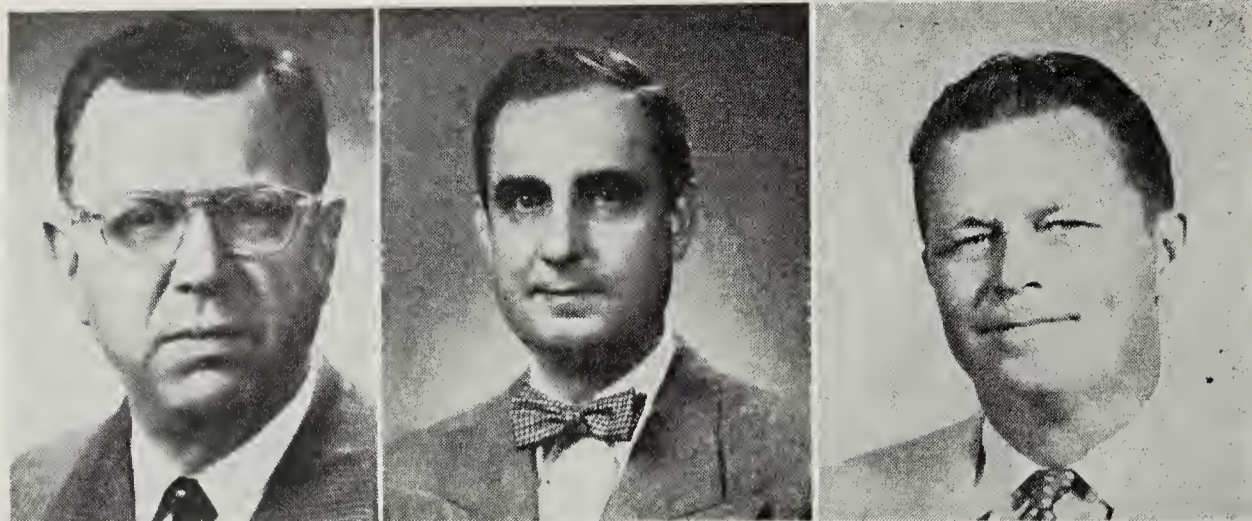
Among the events to highlight the campaign will be a tribute to CinemaScope on Ed Sullivan's CBS-TV "Toast of the Town" on Sept. 12, as part of a salute to Darryl F. Zanuck, 20th-Fox vice-president in charge of production.

Editorials commenting on the progress of CinemaScope and hailing its revitalization of the motion picture industry will appear in newspapers across the country.

The first anniversary also will be celebrated by the presentation of awards and scrolls to theatres which first exhibited CinemaScope in many areas: while newspaper ads will carry special slugs on the occasion.

Another important event planned will be the presentation of the first anamorphic lens developed by Professor Henri Chretien to a leading museum. A display of CinemaScope equipment, including the latest designs in camera lenses developed by Bausch and Lomb and models of stereophonic sound equipment, is planned at the Roxv. N. Y., site of the first CinemaScope playdate.

All offices of the company's International Corporation are planning campaigns which will include the issuance of government proclamations, presentation of awards at first theatres showing CinemaScope, and radio and newspaper salutes in all the many nations showing films in the medium.



Walter Reade, Jr., recently appointed the above as co-chairmen of the Theatre Owners of America, Inc., convention to be held on Oct. 31 to Nov. 4 in Chicago. They are, left to right, Roy Cooper, San Francisco; George Kerasotes, Springfield, Ill.; and Horace Denning, Jacksonville, Fla., unit officers.

SIMPP Sets British Talks

NEW YORK—It was learned last week that the Society of Independent Motion Picture Producers had advised the British government that the date set for the opening of new film agreement negotiations in Washington, Sept. 27, is acceptable and that President Ellis G. Arnall and James M. Mulvey, president, Samuel Goldwyn Productions, and chairman of the Society's eastern committee, will again be its "bargaining agents."

Arnall said that he has advised the MPEA that the Society is prepared to negotiate alongside the senior export association in Washington or engage in separate negotiations, thus putting the decision up to President Eric A. Johnston. It appears certain that the two organizations will join in conferences with English negotiators.

New Firm Names Officers

NEW YORK—William Zimmerman, former RKO executive and counsel, was elected last week to a vice-presidency in the newly formed Gregory-Goldman Enterprises, Inc., headed by William Goldman, Philadelphia circuit operator and president, and Paul Gregory, stage producer, vice-president in charge of production.

Other officers elected are William Loudermilk, treasurer; Samuel Levy, secretary; Dorothy Olney, assistant treasurer; A. Frederick Leopold and Bernard Wolfman, assistant secretaries. Zimmerman negotiated the deal along with Gordon E. Youngman, west coast attorney, and both are directors of the corporation and experienced in industry affairs.

Silverstone Outlines 20th-Fox Plans Abroad

NEW YORK—Back after a three-month trip to Europe and the near east, Murray Silverstone, president, 20th-Fox International Corporation, told trade press representatives last week that 20th-Fox will adopt a policy of expansion in the near east, which he described as the pivot point of civilization.

The expansion policy includes plans to build at least 10 theatres in the area with seating capacities of 2500. Added to the two theatres already built in Egypt, there will be three in Israel and two each in Greece and Turkey.

Silverstone also predicted that the company's worldwide income this year will be the biggest in history, topping by a couple of million last year's record. This, he said, will be accomplished despite a setback in England, caused by the split between 20th-Fox and the Rank Organization. However, he said, when the company's new policy there gets into full operation higher grosses than ever are envisioned.

At the moment, Silverstone said, there are 500 CinemaScope installations in England excluding the 75 in Rank theatres, and 600 more will be equipped as soon as standing orders can be filled.

Meanwhile, Silverstone explained, 20th-Fox has taken over operation of the Oxford Street, Manchester, and the Rialto, London, which along with three other London theatres and six in other key cities will play company pictures.

On the foreign market as a whole, Silverstone said, there are now 4,000 CinemaScope installations, and by the end of the year there will be 6,000 theatres outside the U. S. ready to show CinemaScope films.

Silverstone, who visited England, France, Germany, Israel, Greece, and the Scandinavian nations, ended on a note of optimism. American motion pictures, he said, are their strongest position, incomes are rising, and new markets opening.

AA Sales Meet Set

NEW YORK—Morey R. Goldstein, Allied Artists vice-president and general sales manager, announced last week that the company's annual sales convention has been set for Oct. 15-17 in Chicago.

During the three-day session, for which members of the sales force will converge from all parts of the country, discussions will be held on selling plans.



Bob Savini, president, Astor Pictures, recently celebrated his 50th anniversary in the film industry at an informal luncheon in New York City attended by, left to right, Cy Eichman, Walter Titus, Jr., Jack Berkson, Harry Wondsel, Sam Dembow, Ned Depinet, Al Young, Leon Bamberger, Russell Downing, Monte Salmon, Jacques Kopfstein, and seated, Harry Schroeder and Savini, all industry veterans.

LETTERS

Dear Sir:

I can't resist answering your editorial in your July 21 edition regarding "Cancer To Be Eliminated."

You are missing one very important point in your editorial if you wished to be fair to all concerned. What about settlements that Sargoy and Stein have negotiated with film rental adjustment theatre owners that they made on 10 or 15 cents on the dollar.

Is that fair to the competitive theatres?

Another thing, while we are on this subject, what about a practice by the distributors whereby it paid to be honest? The system, as indicated by your editorial, paid to be dishonest.

Is it not *dishonest* on the part of the distributors to accept 70 per cent film rental?

Why not percentage terms that will pay exhibitors to be honest and also some fine examples of honest exhibitors that have profited by so doing?

History does not prove the distributors as beacons of honesty and fair play. We need a starting point for fair play.

Sargoy and Stein are not the answer.

M. K. McDaniel
Bayou Drive-In

La Marque, Tex.

(Any exhibitors who think they have the answer are welcome to reply—Editor)

Gentlemen:

It is with pleasure we notice you have incorporated in your National Release Date Guide the phases of the moon.

We hope this suggestion will be of value to other drive-in operators.

We appreciate your incorporating this.

DALE H. DANIELSON
Dream, Mecca and Sky Vu
Drive-Ins

Russell, Kans.

Gentlemen:

MOTION PICTURE EXHIBITOR is invaluable to us in selecting films for showing at this state institution.

WALTER R. VADNEY, Superintendent
New York State Woman's
Relief Corps Home

Oxford, Chenango Co., N. Y.

Dear Sir:

I have just returned from the coast and I saw your editorial about "discrepancies" in box office statements for pictures played on percentage.

I want to say that this editorial is certainly one of the most constructive I have read on the subject, and deals with it in a fair and honest way, and you are to be commended for your courage in bringing into the open what most people in the industry already recognize.

A. E. Daff

Universal Pictures Company, Inc.
New York City

Dear Sir:

"Your magazine is the best to get accurate running time of the features."

R. J. ALLEN
Ogden

Baton Rouge, La.

Catholic Press Backs Ohio Censor Statute

COLUMBUS, O.—The Catholic Times, official publication of the Columbus diocese, editorially expressed the hope that the Court of Appeals will uphold Judge Ralph Bartlett's denial of an injunction against the Ohio censor laws sought by RKO, Independent Theatre Owners of Ohio, Martin Smith, Toledo, O., and Horace Adams, Cleveland.

The newspaper said that it hoped the court would "see the difference between license and freedom and uphold the decision of Judge Bartlett to protect the public morality."

The newspaper called the plaintiff's arguments "specious," indicating that censorship is not unconstitutional. "If all restrictions were lifted in the name of freedom, whether it be freedom of expression or freedom of action, it would mean the end of society as we now know and enjoy it."

The editorial said that Judge Bartlett's decision is "being applauded by decent-minded citizens throughout the state," adding that prior censorship "in the interest of common morality is a necessity."

MGM Executives Meet To Discuss New Films

HOLLYWOOD—The increased MGM production schedule, announced recently by Dore Schary, studio chief, is the subject of a three-day conference of sales and promotion personnel which began yesterday (Sept. 7) at the Culver City studios.

Spearheading the group is Charles M. Reagan, general manager of sales, joined by assistant sales manager Edward A. Saunders, New York.

The full complement of MGM sales managers are attending, including John P. Byrne, eastern sales manager; Rudolph Berger, southern sales manager; John J. Maloney, central sales manager; Burtis Bishop, Jr., midwest sales manager; John S. Allen, southwestern sales manager; and George A. Hickey, west coast sales manager.

In addition to the sales executives from the home office, in from New York are Silas F. Seadler, advertising manager; Dan Terrell, publicity manager; and Mike Simons, in charge of customer relations.

Ten pictures will be screened for the visitors. A series of meetings will be held to discuss current business affairs as well as the merchandising and marketing of the productions shown.

Opera Telecast To Aid Many

NEW YORK—An unprecedented number of local civic and music groups throughout the United States will benefit from the closed-circuit telecast of the Metropolitan Opera opening night by Theatre Network Television, Inc., on Nov. 8. It is the first time that such organizations have joined to sponsor an event of this kind. All are cooperating with the Metropolitan Opera Guild, according to Mrs. Herbert Witherspoon, director of the Guild. The large-screen telecast by TNT will be shown in theatres and movie houses across the country.

Balaban Testimonial Committee Named

NEW YORK—Top representatives of the film industry are joining with the Metropolitan Council of B'nai B'rith in sponsoring a \$1,000,000 tribute to Barney Balaban, president, Paramount, for his "thirty-five years of dedicated service to B'nai B'rith and to his fellow man." Participation in the testimonial dinner to be held on Sept. 26 at the Waldorf-Astoria Hotel will be by purchase of \$1,000 in State of Israel Development Bonds.

Jack Cohn, executive vice-president, Columbia, and Simon H. Fabian, president, Stanley Warner Corporation, will be hosts at a special industry luncheon on Sept. 10 at the Astor Hotel, to plan for all out participation.

Leading figures of the industry and allied trades spearheading the tribute under committee co-chairmen Samuel Markle, attorney, and Al W. Schwalberg, Paramount vice-president, are Robert Benjamin, Harry Brandt, Cohn, George F. Dembow, Fabian, Emil Friedlander, Emanuel Frisch, William J. German, Leonard H. Goldenson, James R. Grainger, Harry Hershfield, Abe Lastfogel, Al Lichtman, Arthur L. Maver, Joseph J. Newman, Louis Nizer, Charles L. O'Reilly, Walter Reade, Jr., Samuel Rinzler, Herman Robbins, Billy Rose, Samuel Rosen, Manie Sacks, Adolph Schimel, Fred J. Schwartz, George Skouras, Svyros P. Skouras, Solomon M. Strausberg, Michael Todd, Major Albert Warner, and Herbert J. Yates.

Markle told press representatives that the testimonial committee had set a goal of \$1,000,000 in State of Israel Bond sales for the dinner.

TOA Sales Heads Meet

NEW YORK—Additional meetings of TOA officials and sales managers of the major distributing companies were held last fortnight at the Paramount board room.

It was decided that the matter of exploring new means for motion picture advertising and publicity and the furtherance of existing means will be discussed in detail at a future joint meeting of a TOA committee and the national directors of advertising and publicity and sales managers.

The problem of serving theatres with sufficient advertising material, press books, etc., on early releases and on old pictures was discussed, with William Brenner, service manager, representing National Screen Service.

TOA officials suggested specifically that an exchange territory be used as a trial for the use of acetate film only, starting at a convenient time. Reason for this, it was pointed out, is the tremendous saving in insurance rates for theatres that would be able to take advantage of using only acetate film. This matter has been taken under consideration by the sales managers' committee.

Representing TOA at the meeting were Walter Reade, Jr., president; Leonard Goldenson, president, American Broadcasting-Paramount Theatres; Roy Martin Jr., Martin Theatres, Columbus, Ga.; and A. Julian Brylawski, president, Motion Picture Theatre Owners of Metropolitan D. C.

BETTER MANAGEMENT

*Valuable Exploitation Keys
To Profitable Merchandising*

Magazine Campaign Announced For "Star"

NEW YORK—The largest national magazine and Sunday supplement advertising campaign in Warners' history has been set to herald the forthcoming CinemaScope-Technicolor production of "A Star Is Born," announced Mort Blumenstock, Warners' vice-president in charge of advertising and publicity, last week.

Scheduled to begin at the end of September, to coincide with the world premiere of "A Star Is Born" at the Pantages, Hollywood, the national ad campaign will reach a total readership of 170 millions. The national consumer advertising campaign on "A Star Is Born" will run from September through the end of the year. Magazines scheduled to carry "A Star Is Born" advertising include Life, Look, Cosmopolitan, Time, Newsweek, Collier's, Woman's Home Companion, Redbook, Parents' Magazine, Seventeen, Scholastic Roto, Hit Parade, Song Hits, Photoplay, Modern Screen, Motion Picture and Television Magazine, Screen Stories, Movie-land, Movie Life, Movie Stars Parade, Filmland, and Screen Stars. Sunday supplements include American Weekly and This Week.

In addition "A Star Is Born" will also receive an important day and date newspaper ad campaign to coincide with national playdates on the production and coupled with a TV announcement campaign in the various distribution areas.

"Hansel" Promotion Set

NEW YORK—Michael Myerberg, producer, Humperdinck's "Hansel and Gretel," a puppet film, which as yet has no national distributor set, announced last fortnight that merchandising tieups have been rounded up which should result in an estimated \$10,000,000 in free advertising, a figure without precedent in the industry.

Licenses already signed, or about to be signed, approximate 40, and include National Biscuit Company, a leading soft drink manufacturer, stores affiliated with the Independent Grocers Association and others, including a toy manufacturer, who will produce a new type puppet at present called "minikin."

Myerberg said the film will have its formal world premiere here, possibly at the Winter Garden, sometime in September. Meanwhile a series of sneak previews will be held to test audience reaction.



Lau Cahen and Narm Levensan, Laew's Pali, Hartford, Conn., recently exploited MGM's "Seven Brides For Seven Brothers" with the above teen-age girls and boys dressed country style and walking along busy downtown streets. The gals and guys spelled out the title of the film, stars, catchlines etc.

Tie Up For "Shield"

NEW YORK—Universal-International and Photoplay Magazine have developed a joint promotion on "The Black Shield Of Falworth," U-I's first CinemaScope production, which will be tied in with 600 leading department stores from coast to coast involving 18 national manufacturers of feminine apparel.

The October issue of Photoplay, on the newsstands on Sept. 7, will launch the promotion built around the "Falworth Shield" emblem with the manufacturers' individual promotions featuring the emblem as "Black Shield Of Falworth" items. Stars Tony Curtis and Janet Leigh will be featured on the cover of the magazine and a special fashion section will be run tied in with the promotion.

Article To Aid "Contessa"

NEW YORK—A three-part article on Ava Gardner, titled "Barefoot Girl With Coat Of Mink," by Hollywood correspondent Erskine Johnson is being released by the NEA syndicate for newspaper publication after Sept. 1, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for United Artists, which is releasing "The Barefoot Contessa," Miss Gardner's forthcoming starring film.



William O'Connell, manager, Highland, Chicago, and assistant Richard Kublick, recently had an aide attired in a swim suit out as street bally on Warners' "Them," carrying signs reading "It Sacred the Pants Off Me." This stunt warked.

Radio, TV Plugs To Boost "Dragnet"

NEW YORK—Warners' "Dragnet," with Jack Webb as star-director, has been set for a series of unprecedented plugs on TV and radio over Chesterfield Cigarette sponsored air shows, it was announced last week. Chesterfield sponsors the "Dragnet" TV and radio programs.

A special TV trailer made by Webb will be run for four weeks at the conclusion of each of the "Dragnet" shows. Radio plugs, also recorded by Webb, follow the "Dragnet" radio shows.

In addition to the above, "Dragnet" will receive mention on Chesterfield sponsored baseball coverage. These include KHJ-TV, Los Angeles; WGN-TV, Chicago, TV and radio; WBZ-TV, WNAC-TV, WHDH (40 Stations), Boston; WPTZ-TV, WFIL-TV, WCAU-TV WIP, WIBG, Philadelphia; WPIX and WMCA in New York.

In Charlotte, "Dragnet" is scheduled for extensive plugging over WBT where they sponsor disc jockey Grady Cloes.

All-Travel Program Offered

CUYAHOGA FALLS, O.—The State recently held a travel program made up of James A. FitzPatrick Traveltalks. It was advertised, "James A. FitzPatrick, king of travelers, will take you on a tour through Sweden, Switzerland, Belgium, France, Brazil, New Zealand, India, Africa, Denmark, Spain, Germany, and Portugal. Such a trip would cost you thousands of dollars and take months and months. Here you will make it in two hours. You will long remember your trip of travel and adventure. The round trip for children, 20 cents; adults, 60 cents. Bon Voyage, happy landing, and safe return."

"Gog" Robot On TV

NEW YORK—Garco, the mechanical robot press agent that is making personal appearances throughout the east in behalf of the United Artists science-adventure drama, "Gog," was rounding out a television campaign last week with appearances on a dozen popular TV programs.

DEAL DIRECT AND SAVE



an Quality Theatre Equipment
Factory-to-you Values on the BEST for Drive-
ins and Indoor Houses. SATISFACTION
GUARANTEED. Write for complete catalog
and valuable portfolio FREE.

First American products, inc.
1717 Wyandotte St., Kansas City 8, Mo.



Bob Savini, president, Astor Pictures, recently celebrated his 50th anniversary in the film industry at an informal luncheon in New York City. He is seen above blowing out the candle symbolizing the event while guests, left to right, Walter Titus, Harold Wondsel, George Dembow, and Ned Depinet look on.

NEWS OF THE

Territory

**New York City
Crosstown**

Managers of five Walter Reade Theatres in as many New Jersey and New York communities won cash prizes in the second week of the circuit's five week "President's Drive" honoring Walter Reade, Jr., it was announced by Edwin Gage, vice-president, at the circuit's Oakhurst, N. J., main offices. George Kemble, manager, Strand, Perth Amboy, N. J., won top honors and the main cash prize. Joseph Sommers, city manager, Kingston, N. Y., took second prize, and Harry Burke, city manager, Saratoga Springs, N. Y., third. Two special prizes of Savings Bonds were awarded to John Balmer, city manager, Plainfield, N. J., and Frank Dean, manager, Woodbridge Drive-In, Woodbridge, N. J.

Beatrice Ross, Republic exploitation manager, and her husband, Walter Klein, are recovering at their Woodhaven, L. I., home from injuries received in a vacation motor crash.

Eric A. Johnston, MPAA president, left for Europe to attend the Venice Film Festival. . . . Hiller Innes, assistant to Russell Holman, Paramount eastern production manager, returned from Hollywood.

Murray Silverstein, head, 20th - Fox International, returned from Europe. . . . Steve Broidy, AA president, was in for home office meetings. . . . Marilyn Monroe, 20th-Fox star, arrived for location work on "Seven Year Itch." . . . Edward L. Hyman, vice-president, AB-PT, returned from Vermont.

Dr. Giulio Andreotti, former Italian under-secretary of State; Italo Gemini, honorary president, Italian General Association of Show Business; and Dr. Vinicio Delleani, general manager, Cinecitta, arrived from Italy to confer with IFE officials.

**New Jersey
Asbury Park**

It was learned last week that Carnegie Hall and the Metropolitan Opera will be brought via closed-circuit large-screen television this fall to Walter Reade's St. James. "Opening Night at Carnegie Hall," with Dimitri Mitropoulos conducting the 109-piece Philharmonic Symphony Orchestra of New York, will be the attraction on Oct. 7, and will be followed on Nov. 8 by "Opening Night At The Metropolitan Opera" in New York City. Both presentations will be exclusive, no other theatre in New Jersey being scheduled to participate. For both events, the theatre has been scaled at \$3.30 and \$2.20 per seat, federal tax included, with tickets now on sale at all Reade theatres in Monmouth and Middlesex Counties where lively business is expected.

Newark

The Roosevelt, Union City, N. J., operated by the Stanley Warner Management Company, reopened, managed by Manny Shaw. . . . William May has been made manager, Lincoln, Union City, N. J., and Diane Gordon, manageress, Central, Jersey City, N. J.

Elodie Miller, secretary to Edgar Goth, Stanley Warner advertising department, announced her engagement to Herman Schlesinger, Irvington, N. J. Congratulations!

The following girls at the Stanley Warner office celebrated birthdays, Helen Mulligan, Ethel Oxley, Dorothy Callahan, and Marge Horowitz.

Oakhurst

Ann DeRagon, manager, Walter Reade's Paramount, Plainfield, N. J.,

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ANNUAL

GOLF TOURNAMENT

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THURSDAY, SEPTEMBER 16th

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Fill in and mail to Marvin Kirsch, Treasurer, Golf Tournament, 1501 Broadway, New York 36, N. Y.



The Roxy, New York City, recent opening of 20th-Fox's "The Egyptian" for the benefit of the emergency drive, National Foundation of Infantile Paralysis, proved to be a most gala affair. Among notables present were, top row, left to right, Spyros P. Skouras, president, 20th-Fox; Mrs. Sidney Culver; Basil O'Connor, head, National Foundation For Infantile Paralysis; Mrs. Skouras; Tommy Culver; Al Lichtman, director of distribution, 20th-Fox; Skitch Henderson and

Faye Emerson, co-chairmen, celebrity benefit committee, March of Dimes; Charles Einfeld, vice-president, 20th-Fox; Gene Tierney; Michael Curtiz, director of the film; Mr. and Mrs. Adolph Zukor; and, bottom row, left to right, Sol A. Schwartz, president, RKO Theatres, and Mrs. Schwartz; Mr. and Mrs. Ned Depinet; Mr. and Mrs. Oscar Doob; John Mitchell, head, ABC-TV; Leonard H. Goldenson, president, AB-PT; and Mrs. Goldenson.

topped all her male compatriots to win top prize money and a commanding lead in opening week of the Walter Reade Circuit's current "President's Drive." More than \$4,000 in cash prizes are being offered to managers doing the best jobs in building up grosses, holding down expenses, exploitation, advertising, and physical theatre management. Joseph Summers, manager, Reade's Broadway, Kingston, N. J., and Robert Hynes, manager, Reade's Mayfair, Asbury Park, N. J., tied for second place in the first of the five weekly contests, and each received cash prizes. The major awards, including special prizes from film companies and suppliers, will be awarded at the end of the five weeks on the basis of cumulative points. Judges are Edwin Gage, vice-president; Jack P. Harris, film buyer; Nick Schermerhorn, general manager; Paul Peterson, assistant general manager; and Albert Floersheimer, ad-publicity director. Competition is keen throughout the circuit.

New York State Albany

Visitors included Peter Vournakis, Liberty and Strand, Watertown, N. Y.; Charles F. Wilson, Bijou, Troy, N. Y.; Frank Wieting, Park, Cobleskill, N. Y.; George Thornton, Orpheum, Saugerties, N. Y.; Orpheum, Tannersville, N. Y.; and Windham, Windham, N. Y.; Robert Flockhart, booker, Starr, Corinth, N. Y.; and Phil Baroudi, Northwood, North Creek, and Lake, Indian Lake, N. Y. . . . William Zoellner, MGM short subjects sales manager, was in at the local exchange.

WTRI, UHF station in which Stanley Warner Theatre Corporation holds a 50 per cent interest, won another round in its fight to locate studios in Menands, just outside Albany, when the Federal Communications Commission denied a request by Hudson Valley Broadcasting Company, operator of WROW, for a temporary stay of the recent FCC grant to Van Curler Broadcasting Corporation. The Federal body previously issued an order permitting Van Curler to change its "principal community" from Schenectady to Albany and to maintain its chief station on the outskirts of this city. Hudson Valley thereupon asked the Commission to set aside the grant temporarily and fix a hearing date. The FCC declined to issue a stay, but it still must act on Hudson Valley's petition to reconsider the grant to Van Curler.

General denials have been filed by the eight major distributors to the allegations made against them in the \$250,000 treble damage anti-trust suit brought last May by Smalley Theatres, Inc., and Smalley Norwich Theatre Corporation against Schine Chain Theatres, Inc., and several other Schine corporations, involving Smalley's Norwich and Schine's Colonial. The Schine companies have been given a further extension of time in which to make a reply, the last previous deadline being Aug. 20. The action is pending in U. S. District Court.

Max Cohen, Cleveland exhibitor and head of a promotional organization, was in conferring with SW zone manager Charles A. Smakwitz about a children's show to be presented at the Troy, Troy,

N. Y., in conjunction with local merchants.

James Blackburn, Palace stage manager, returned by way of Philadelphia after attending the IATSE convention in Cincinnati with Mrs. Blackburn; and picked up his 77-year-old mother, who came to Albany with them for a vacation. Blackburn represented the stage hands' local at the convention. Edward Wendt, Grand, was delegate for the projectionists' local. James Breen and Harry Nugent, Proctor's Troy, were official representatives from that city.

Helen Schreck, Palace cashier, did deep-sea fishing off Boston during her vacation, while Mrs. Marge Flanagan, also a Palace cashier, spent some time in Saratoga. Ann Von Maucher, regular relief cashier, capably substituted. . . . Louis Rapp's brother, Phil, manager, Fabian's State, Schenectady, N. Y., took his family to Miami, Fla., for a week's stay. . . . John Duffy, assistant to manager Oscar J. Perrin, Sr., Madison, visited his daughter in northern New York during a vacation.

Beauty on parade attracted added patronage and wide publicity for SW Strand when it presented 10 finalists for audience selection via an applause-meter, of the winner in a "Miss Albany" contest, arranged by The Times Union as part of a broader competition for "Queen of the New York State Fair" at Syracuse. Margaret Doyle and her twin sister, Mary, equally divided the first and second win spots. Manager A. O. LaFlamme and Times-Union promotion manager Ed Frink did well with

the contest. The winner received a number of prizes from local merchants and an all-expense trip to Syracuse with her mother and sister. Stanley Warner zone manager Charles A. Smakwitz was present at the judging. . . . Fabian's Mohawk Drive-In, Albany-Schenectady Road, held a Chevrolet giveaway that attracted plenty of trade.

It was announced that the Government had approved the leasing by Fabian Theatres of the 1550 seat Grand to manager Paul V. Wallen; and by the Stanley Mark Strand Corporation of the 1,000-seat Lincoln, Troy, N. Y., to manager Joseph Stowell. The leases were made in accordance with a stipulation entered by Federal Court in New York when Fabian Theatres bought an interest in Stanley Warner. Fabian was required to divest itself of an Albany house and Stanley Warner of a Troy house. Wallen had managed the Grand for four years and Leland for some years previous. Stowell directed the Lincoln for 11 years. Fabian operated the Grand since the early 1930's, while the Stanley Mark Strand Corporation purchased the Lincoln, constructed in 1921, about two years later.

Installation of CinemaScope with single track optical sound systems at Smalley's Johnstown, Norwich, and Stamford, completed the equipping job done for the circuit by Albany Theatre Supply Company, under the direction of Jack McGrath. The first Smalley installation, at its theatre in the home base of Cooperstown, N. Y., is considered one of the finest for a small town in the country. The sound system is true stereophonic, four track, magnetic, capable of producing all effects. Mrs. Hazel Smalley decided the best was none too good for the house in which her late husband took so much pride. . . . The Storm King, Cornwall, N. Y., and Roosevelt, Beacon, N. Y., Hudson River Valley towns, are also to be equipped with CinemaScope, single track optical sound by Albany Theatre Supply. Owen McGorman operates the former, and Henry Heroy, the latter.



Captain Maurice Witherspoon, left, Master, United Services Lodge 1118, Jerusalem Commandery, New York City, Exalted Shriner of the Kismet Temple of Grand Lodge; and Captain Robert Witherspoon, right, Knight of Scottish Rites, King Solomon Lodge of Perfection, Oakland, Cal., recently were greeted by managing director Robert Shapiro, Paramount, New York City, at a special screening of Warners' "King Richard and The Crusaders."



Sharing the honors in cutting the anniversary cake for the Regent's 40th anniversary are the Paterson, N. J., Mayor, left, and Simon H. Fabian, right, president, Stanley Warner Theatre Circuit, and son of the late Jacob Fabian, who built the theatre. Surrounding Fabian are his sons, Edward, Robert, and Abe; and Mrs. Edward Fabian and Arthur Rosen, son of Sam Rosen, circuit executive.

Brother John Capistran, a member of the religious order conducting Notre Dame University, recently visited his parents, John A. Bylancik, National Screen Service manager, and Mrs. Bylancik. Stationed for a time in India, he is now teaching Latin in a Chicago parochial high school.

Auburn

Jack Mitchell, Schine's Auburn, recently received an editorial break in his local newspaper which in addition to being cleverly worded and a grand plug for the picture, brought out further that newspapers are coming out of their cocoons as far as movies are concerned and waking up to the fact that they are very much in business. Titled "Who'll Hold The Horses?" the editorial said, "We don't like to go commercial on the editorial page, but then you have to admire ingenuity. Jack Mitchell, affable manager, Schine's Auburn, says

(Continued on next page)

Prizes Awarded In Fabian Drive

NEWARK, N. J.—At a general meeting last week with the north Jersey managers of Stanley Warner Theatres, Frank J. Damis, zone manager, announced that Frank Costa, manager, Warner, Ridgewood, was selected as the first prize winner for the month of July in the "Fabian's Fabulous Forty" national manager's contest. Among Costa's special promotional activities were included home air-conditioners awarded to patrons, country store nights, free ice cream for the kiddies each week, and a local art exhibit in the lobby.

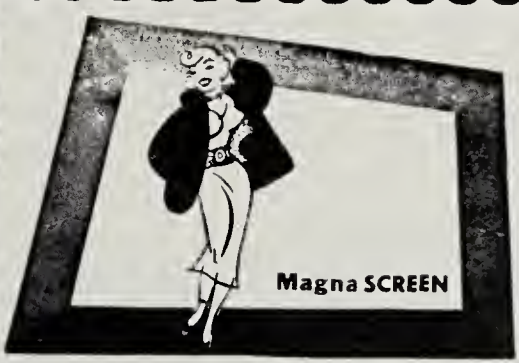
Second and third prizes were awarded to Al Barilla and Adolph Finkelstein, respectively. Equal awards for fourth, fifth, and sixth place were shared by managers Fred Dressel, Capitol, Newark; Andy Garofalo, Royal, Bloomfield; and Bernie Silverman, Branford, Newark.

Damis discussed the excellent variety of motion pictures that each studio has scheduled for release for the coming fall and winter season. He further emphasized the importance of the manager's role in selling his attractions and participating in community activities.

Others participating in the talks included John J. McKenna, zone film buyer, who outlined each of the studio's individual product. He also pointed out that at no time in Hollywood history has so much effort been put forth by each studio in launching a new season. Bob Deitch, zone advertising-publicity director, spoke of the continuance of the special promotional activities which the zone participated in during July and August.

Also attending were Louis E. Dennis, contact manager; district managers Tony Williams, Harold Widenhorn, and Jack Springer; Edgar Goth, promotion-

(Continued on next page)



PUBLIC NOTICE

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EYEING THE *Exchanges*

NEW YORK — Twentieth-Fox has marked off this month for a sales drive in honor of Glen Morris, eastern sales manager.

UNITED ARTISTS—Booker's secretary Harriet Handler and clerk Harvey Felsenthal have resigned. Taking over the vacancies are Tom Kneitel, former private detective, and Angela Reilly, a newlywed. . . . Rosalind Filler has moved into the boxoffice analyst spot while Sophie Bochillo has moved her chair over to the bookers window. . . . Booker's secretary June Hill's sister gave a bridal shower for June with some of the office girls in attendance. . . . Office manager Nat Morris was feted with a surprise birthday party replete with cake and congrats. . . . Student booker Dave Nathan was off by plane to Florida for a season in the sun. . . . Clerk Richard Dunlavey will resign to start work on his Liberal Arts degree at Columbia University. . . . Boxoffice clerk Ray Liggins will also attend Columbia for evening playwrighting courses.

BONDED—Joe Marcy has taken over as head shipper on the sixth floor and Milt Van Praag moved upstairs with the TV department. . . . The graveyard shift in the film room from midnight to eight a.m. will be replaced in part by a 4 a.m. to noon crew. . . . Back from vacation is shipper Nolan Lawrence. . . . Johnny Hogan takes over as head shipper of the night crew. . . . Shipper Romeo Zaccone's son Paul celebrated his birthday with pop taking him for a night on the town.

RKO—Birthday congrats went to Ann Levy, secretary to the district manager. Birthday greetings also went to Anna Reiner, inspectress, and Mac Kastenbaum, night film room. . . . Back from their vacations are booker Murray Blutrich; biller Doloras Clark; secretary Ruth Hirsch; assistant cashier Angie Mazzei; and Anna Messina, steno. . . . Biller Sylvia Reiss was on the sick list. . . . Salesman Charles Penser was still in Mt. Sinai Hospital recovering. . . . Vacation time for Ethel Curtis, boxoffice department, and Micky Yavne, clerk. . . . Bud Giles, boxoffice department, was at a yacht club party with boating on Jamaica Bay.

COLUMBIA—John Brown has resigned to return to his home town, West Warwick, R. I. . . . Gene Daily, boxoffice department, was at Greenwood Lake for a weekend.

ALLIED ARTISTS—Sheryl Ann, daughter of booker Hank Feinstein, has cut her first teeth, so says her proud pop. . . . Etta Segall and Meyer Solomon have returned from their respective vacations.

REPUBLIC—Biller Myra Lerner was at Monticello, N. Y., for the weekend for her brother's Bar Mitzvah party. . . . Bookkeeping machine operator Lola

Szkolnick has returned from vacationing. . . . Booker Dave Bass was also enjoying a respite. . . . Switchboard operator Irene Anastasiou is taking driving lessons weekends near her summer place at Fleischmann's.

U-I—Cashier Walter Bernard, recovering nicely after his illness, was visiting at the office. . . . Carolyn Lambert was on the sick list. . . . Back from vacation was salesman Harold Rosen. . . . Clerk Helen Shack and switchboard operator Alice Shivers have resigned. . . . New at the switchboard is Merial Boyle. . . . Marvin Friedlander was at Washington for the weekend.

MGM — Branch manager Herman Ripps celebrated his birthday. . . . Natal day greetings also went to Josie Radice, shipping sheet clerk. . . . Biller Zena Siegel has a new hairdo. . . . Cashier Harry Kugel is back after a vacation. . . . Also back from their vacations were print booker Herman Garris; secretary Laura Karlitz; and Marie Hitz, who returned from Florida. . . . Secretary Gladys Braunstein enjoyed a stay with her sister in Houston, Tex.

WARNERS—District manager Norman Ayers was in Boston on business. . . . Sales supervisor Gus Solomon was on vacation. . . . Newlywed Ann Marcy enjoyed a Hurleyville, N. Y., honeymoon.

20TH-FOX—Al Mendelsohn, New Jersey booker, was vacationing in Long Island. . . . Head biller Lillian Cohen is back from her respite. . . . Frances Singer, secretary to the division manager, is sporting a new silver blond Italian cut. . . . Secretary Hanna Zimmerman was entertaining her sister from Arizona. . . . Seymour Cohen, assistant to the division manager, was vacationing.

PARAMOUNT—Ledger clerk Leon Kaplan; Geraldine Kaufman; and John Spatidole have resigned. . . . Rachael Spitzer, accounting department, left to pick up her studies at Brooklyn College. . . . In visiting was former employee Connie Fucci.

RAMBLIN' 'ROUND—Loretta Corwin, bookkeeper, Interboro Circuit, is on the stork list for early March, one month



The Women's Army Corps recently went all out to help promote Harry Unterfort's opening of U-I's "Francis Joins The WACS," Paramount, Syracuse, N. Y. Francis' cousin, just another mule, was wired for sound to help the WAC's recruiting drive.

after her first wedding anniversary. . . . Mary Sears, purchasing agent, resigned after being with Interboro for 18 years. . . . Liggitt-Florin's booker Max Fried was vacationing with a virus. . . . Marian Smith, switchboard gal at L-F, is spending her vacation at Banner Lodge in Connecticut. . . . L-F booker Tom Pozin is also enjoying a respite. . . . Favorite's Filmmaker release "Private Hell 36" is the first independent picture to play first run at the Paramount. . . . Favorite's Jean Harris is back from a vacation. . . . Joe Felder, Favorite, is on the coast vacationing. . . . Jerry Schapiro, Business Education Films, has just released his new 1954-55 catalogue of training films for business and schools. He's located in the Film Center Building. Schapiro helped his daughter Wendy Lois mark her eighth birthday with a celebration at Mt. Freedom, N. J.

Liggitt-Florin booker Max Fried is getting an industrywide needling for being a Dodger fan. . . . Jerry Schapiro, Business Education Films, and family spent a few days at Long Beach. . . . Herbert Richek, formerly with Motion Pictures for TV and now with Associated Artists, became the father of a second daughter, Carol Ann.

—J. A. D.

Auburn

(Continued from preceding page)

the first 25 persons arriving on horseback to see "The Broken Lance" on Saturday will be admitted free. Yes, it's a western. And since the story is about a man (Spencer Tracy) with four sons, that goes also for the first 10 fathers with four sons. Surely American enterprise is not dead."

Buffalo

Lovers of the Alec Guinness art found their star's most popular films in Shea's North Park in a Guinness Festival.

Hastings On The Hudson

Trans-Lux will reopen the Hastings, closed for the past three years. The theatre will be refurbished and under the management of Mrs. Eugene F. Russell and Mrs. James K. Honey, well known for their activity in community affairs. The theatre will participate in local benefits, exhibits in the lobby, and other displays of civic and general interest. The film policy will be single feature art and foreign product.

Schenectady

Mrs. Lillian Deitcher reopened the American on the Labor Day weekend. The neighborhood theatre had been closed since spring.

Prizes

(Continued from preceding page)

exploitation; George Izenberg, real estate; John Damis, maintenance and repairs; Charles Piltz, sound engineer; and bookers Arnold Michaelson and Bill Clark.

Managers William May, Lincoln, Union City; Diane Gordon, Central, Jersey City; and Manny Shaw, Roosevelt, Union City, who were attending their first zone meeting, were introduced.

COLUMBIA

Black Eagle, The Story Of A Horse (714)

OUTDOOR
DRAMA
76M.

ESTIMATE: Reissue will fit into the duallers.

CAST: William Bishop, Virginia Patton, Gordon Jones, James Bell, Trevor Bar-dette, Will Wright, Edmund MacDonald, Paul E. Burns, Harry Cheshire, Al Eben, Ted Mapes, Richard Talmadge. Produced by Robert Cohn; directed by Robert Gordon.

STORY: William Bishop grabs a ride on a box car containing a saddled horse, Black Eagle, and some rifles. When the car is removed at a Texas horse town, Bishop meets Virginia Patton. The rifles are for a group of horse ranchers, led by Gordon James, who are being swindled by James Bell. A brother of Patton, who is missing, had been on the train with Black Eagle. Bell forces Bishop to go to work for him by framing him as the murderer. When one of Bell's men, Edmund Mac-Donald, tries to kill Bishop, Black Eagle recognizes MacDonald as the real murderer and pushes him off a cliff. The scheme is exposed, and Bell is killed trying to escape.

X-RAY: When first reviewed in THE SERVESECTION of September, 1948, it was said, "Based on the O. Henry story, 'The Passing Of Black Eagle,' this contains plenty of action, good photography, and adequate performances, and should appeal to both adults and youngsters."

TIP ON BIDDING: Usual reissue price.

AD LINES: "The Thrilling Touching Story Of Black Eagle, A Great Horse"; "Replete With Thrills Only O. Henry Could Con-ceive"; "Brought Back For You To Enjoy."

A Bullet Is Waiting (712)

DRAMA
82M.

(Color by Technicolor)

ESTIMATE: Off-beat drama will fit into the duallers.

CAST: Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne. Pro-duced by Howard Welsch. Directed by John Farrow.

STORY: Deputy sheriff Stephen McNally, while flying his prisoner Rory Calhoun back to Utah, has to make a forced land-ing. After a struggle, Calhoun frees him-self, meeting up with Jean Simmons on whose property they are. McNally warns the girl to aid the law by turning over

MOTION PICTURE

EXHIBITOR

SERVESECTION

The original Pink Section evaluations of features and shorts

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SECTION TWO
VOL. 52 • No. 19

SEPTEMBER 8, 1954

IMPORTANT

The reviews which appear in this issue of THE SERVESECTION inaugurate the industry's only complete record of 1954-55 features and shorts. This also marks the beginning of the 18th year of THE SERVESECTION.

Reviews of the 1954-55 features and shorts which were carried in previous issues of THE SERVESECTION have been reprinted in order to maintain a complete list of product for the year in THE PINK SECTION, and to make them more accessible to exhibitors for review purposes.

Reviews of the 1953-54 features and shorts reviewed after Aug. 25, 1954, will also be found in this and subse-quent issues of THE PINK SECTION until all of the 1953-54 season pic-tures have been reviewed.

her rifle to him, but she plays the part of a neutral, giving them food and shel-ter in the cabin owned by herself and her absent father, Brian Aherne, as severe rains maroon them. Thrown together, she and Calhoun find themselves falling in love. He tells her that he shot McNally's brother in self-defense and has been hunted ever since. Until McNally's hurt ankle heals, he is forced to sit by hoping to lay his hands on the gun. Aherne re-turns and listens to both stories, weighing

the fact that Simmons is in love with Calhoun and that McNally may never let him get back to Utah alive to face trial. McNally gets the gun but runs out of ammunition before he can finish off Cal-houn. Aherne decides that he and Sim-mons have had about enough of their desolate life and they decide to accom-pany the pair back to Utah.

X-RAY: This dramatic entry can prove to be of value on either the regular double bill, or it could interest art house or specialty audiences since it is off-beat. There are moments of violent action, some romance, a discussion on philosophy which may not be appreciated by the action fans, okeh performances, average direction and production. The cast is small and the sets are limited. Dimitri Tiomkin makes with violent musical accompaniment. The screen play is by Thames Williamson and Casey Robinson, with story by Williamson.

TIP ON BIDDING: Average program price.

AD LINES: "After The Kiss . . . 'A Bullet Is Waiting'"; "Explosive Drama Of Hate And Desire In The High Sierras"; "A High Tension Drama Of Two Men And A Girl Trapped By Floods High In The Sierras."

The Caine Mutiny (701)

DRAMA
125M.

(Color by Technicolor)

ESTIMATE: Headed for the bigger money.

CAST: Humphrey Bogart, Jose Ferrer,

FIRST* in the entire trade press . . .

MOTION PICTURE EXHIBITOR . . . both in The Pink Reviews as available, and in the alternating yellow Check-Up, . . . now lists, for your booking and playing knowledge, all pertinent data on the new techniques. Included in such data are:

1. ARE PRINTS AVAILABLE IN STEREOPHONIC SOUND?
2. WHICH SCREEN ASPECT RATIOS ARE AVAILABLE ON EACH PICTURE?
3. ON WHICH 3-D PICTURES ARE 2-D PRINTS AVAILABLE?
4. IS IT CINEMASCOPE . . . VISTAVISION . . . SUPERSCOPE . . . etc.?
5. ARE THERE ANY OTHER MECHANICAL PLUS-VALUES TO HELP THE GROSS?

*AS USUAL! The most useful and "theatre-wise" services will always come from the theatremen's most serviceable weekly!

Van Johnson, Fred MacMurray, Robert Francis, May Wynn, Tom Tully, E. G. Marshall, Arthur Franz, Lee Marvin, Warner Anderson, Claude Akins, Katherine Warren, Jerry Paris, Steve Brodie, Todd Karns, Whit Russell, James Best, Joe Haworth, Guy Anderson, James Edwards, Don Dubbins, David Alpert. A Stanley Kramer production; directed by Edward Dmytryk.

STORY: In 1943, Robert Francis is graduated as ensign in the navy, is torn between celebrating with his girl, May Wynn, a night club singer or with his socialite mother, Katherine Warren. At Pearl Harbor, he reports to the minesweeper, the Caine, and is shocked at the appearance of the crew and ship. He meets fellow officer Lieutenant Fred MacMurray, novelist-intellectual; Lieutenant Van Johnson, rugged executive officer; and Captain Tom Tully. Tully and Francis don't get along well, Francis' idea of a captain being different. When Tully is transferred, Francis thinks it for the best. The new skipper, Lieutenant Commander Humphrey Bogart, is Tully's opposite, demanding cleanliness and extreme order, so much so that his ship cuts its own target's towline because Bogart bawls out a sailor for laxity of dress, although Bogart refuses to take responsibility for the cut towline. The ship is ordered to escort marines for a landing and Bogart decides to leave. The men and officers think he is yellow. Bogart seeks understanding, but no one extends a hand. MacMurray then tells Johnson that Bogart seems to be mentally unfit so Johnson starts to keep a medical log on the man. Other incidents, including several quarts of missing strawberries, tend to convince Johnson and the others, who then decide to take the matter to Admiral Halsey, but MacMurray gets cold feet and convinces the others to back out. During a typhoon, Johnson takes over when the vessel is in danger of sinking. Bogart declares it mutiny, but the officers and men back Johnson, who brings the ship through. Back in the states, Johnson and Francis are brought before a courtmartial with Lieutenant Jose Ferrer agreeing to defend them reluctantly. Matters look bad for the pair, especially when MacMurray about faces in his testimony in favor of Bogart. The latter is skillfully questioned by Ferrer until he breaks down. The verdict is acquittal. Ferrer and the others have nothing but contempt for MacMurray. Francis, meanwhile, marries Wynn and returns to the ship to find that the new captain is Tully, which is best for all concerned, even Francis, who is ordered to take her out.

X-RAY: Containing fine performances, this tale of men's minds, emotions, and reactions holds interest, with an absorbing, well-told story, high rating direction, and tops in production. It's difficult to single out some over others, but the performances of Bogart and Ferrer seem to be tops, with the others excellent as well. The work, which has been widely publicized, should prove one of the top grossers, and reaction from adult audiences should fall in the highly satisfactory category. The running time is lengthy, but its passing seems hardly to be noticed. The screen play is by Stanley Roberts, with additional dialogue by Michael Blankfort, based on the novel by Herman Wouk. Two songs are heard, "I Can't Believe That You're In Love With Me" and "Yellow-stain Blues." Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Higher rates.

AD LINES: "You'll Live Every Exciting Moment As Herman Wouk's Pulitzer Prize Winning Novel Sears Its Way Across The Screen"; "Great As A Book, Great As A

Motion Picture, The Greatest—"The Caine Mutiny"; "At Last On The Screen! A Dramatic Thunderbolt."

Coroner Creek (708) WESTERN 90M.

ESTIMATE: Scott name should help re-issue.

CAST: Randolph Scott, Marguerite Chapman, George Macready, Sally Eilers, Edgar Buchanan, Barbara Reed, Wallace Ford, Forrest Tucker, William Bishop, Joe Sawyer, Russell Simpson, Douglas Fawley, Lee Bennett, Forrest Taylor, Phil Schumaker, Warren Jackson. Produced by Harry Joe Brown; directed by Ray Enright.

STORY: While Randolph Scott is waiting for his intended wife to arrive in a stagecoach for their marriage, she is ambushed by George Macready and Indians. Scott swears to avenge her death and begins a cross-country search for Macready. After a long search, he locates Macready and decides to torture him before killing him. Scott accepts a job at a ranch owned by Sally Eilers, warring with Scott's enemy. Scott proceeds to defeat Macready's aims, even administering a beating to his chief lieutenant, Forrest Tucker. Macready begins to take cover. Scott goes after him, but justice conquers when Macready falls from a ladder and dies without Scott firing a shot.

X-RAY: When first reviewed in THE SERVICESECTION of June, 1948, it was said: "Adopted from the novel by Luke Short, this has solid performances all the way down the line, a good production, and a hard-hitting story. The yarn unfolds at a quick clip, action prevails, and a high quota of suspense is stirred up. A few of the scenes are brutal, but they serve to heighten the intense excitement." When first released this was in Cinecolor, but the reissue is in black and white.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Rip-Roaring Action-Packed Western"; "Thrills And Excitement As Randolph Scott Sets Out To Avenge The Death Of His Sweetheart"; "An Action-Packed Western Told With Fury and Power."

Gunfighters (713) WESTERN 87M.

ESTIMATE: Western reissue has the angles.

CAST: Randolph Scott, Barbara Britton, Dorothy Hart, Bruce Cabot, Charley Grapewin, Steven Geray, Forrest Tucker, Charles Kemper, Grant Withers, John Miles, Griff Barnett. Produced by Harry Joe Brown; directed by George Waggner.

STORY: Gunfighter Randolph Scott decides to give up his guns, finds that a friend on a far-off range is dead when he arrives, and is accused of the murder when he brings his friend's body to the ranch owned by Griff Barnett, who wants to drive off all small ranchers. Deputy sheriff Grant Withers attempts to hang Scott, but is foiled by the arrival of a small ranch operator and boss of the dead man, Charley Grapewin, summoned by Dorothy Hart, Barnett's daughter. Sheriff Charles Kemper dismisses the murder charges. Scott asks Hart to keep the bullet which killed his friend while he tries to trace the boot print at the scene of the murder. It belongs to Hart's sister, Barbara Britton, in love with ranch foreman Bruce Cabot, who killed the cowhand. Cabot becomes worried at Scott's snooping, and tries to drive him out of town, but is unsuccessful even though he arranges for Grapewin and another of his hands to be killed. Scott dons his guns again, and avenges the killings by killing Cabot and a hired killer, wounding With-

ers so that he talks to the sheriff. The Barnett empire is smashed. Scott rides off for California and Hart goes with him.

X-RAY: When first reviewed in THE SERVICESECTION of June, 1947, it was said, "Based on the Zane Grey novel, 'Twin Sombreros,' this has its share of action and gun play in addition to competent performances by the cast as a whole, especially Scott." When first released, this was in Cinecolor, but the reissue is in black and white.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Zane Grey's Thrill-Swept Story Of Western Outlawry"; "A Great Outdoor Adventure"; "Action, Romance, Thrills In This Tale Of The West By Zane Grey."

Hell Below Zero (709) MELODRAMA 91M.

(Color by Technicolor)
(Made in England)

ESTIMATE: Ladd starrer packs plenty of action.

CAST: Alan Ladd, Joan Tetzl, Basil Sydney, Stanley Baker, Joseph Tomelty, Niall MacGinnis, Jill Bennett, Peter Dynley, Susan Rayne, Philo Hauser, Ivan Craig, Paddy Ryan, Cyril Chamberlain, Paul Homer, Edward Hardwicke, Joan Witty, Brandon Toomey, Genine Graham, Basil Cunard, Fred Griffiths, John Warren, Philip Ray, Paul Connell, Glyn Houston. Produced by Irving Allen and Albert R. Broccoli; directed by Mark Robson.

STORY: Traveling to Africa, Alan Ladd meets Joan Tetzl, daughter of a whale ship captain mysteriously killed at sea. She intends to investigate his death by visiting the ship he captained. Ladd signs aboard her ship as first mate. Niall MacGinnis, ship's doctor, informs Ladd that Tetzl was once engaged to the son of owner Basil Sydney and that he suspects the son, Stanley Baker, of having murdered Tetzl's father. Arriving on her father's ship, Ladd starts querying the seamen. One man locked in the brig says Baker killed the captain, but Baker kills the witness. Before Baker can be turned over to the authorities, whales are sighted, and Ladd is sent as mate on the ship captained by Jill Bennett. The ship becomes lodged in an ice flow with Barker's ship the only one capable of rescuing them. Baker rams the crippled ship, but not before MacGinnis destroys his ship with a harpoon. Everyone escapes to the ice where Ladd and Baker have their fist-cuffs. Ladd wins, Baker dies, and Tetzl and Ladd wait for the rescue ship to pick up everyone.

X-RAY: This Ladd starrer has action and heroics to satisfy audiences attuned to this type of fast paced, rough, involved entertainment. The story is far fetched and unconvincing, but for those who like their love tales tingled with action it should be suitable. The scenes aboard the whaling mother ship are especially interesting. Performances are standard and the direction average. Alec Coppel and Max Trell wrote the screen play, based on the novel, "The White South," by Hammond Innes. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Above average price.

AD LINES: "Murder In The Antarctic"; "A Beautiful Woman Intent On Discovering The Story Behind The Strange Death Of Her Father"; "A Thrilling Story Of Whaling In The Antarctic."

Human Desire (710) DRAMA 90M.

ESTIMATE: Dramtic entry has names to help.

CAST: Glenn Ford, Gloria Grahame, Broderick Crawford, Edgar Buchanan, Kathleen Case, Peggy Maley, Diane Delaire, Grandon Rhodes, Dan Seymour,

John Pickard, Paul Brinegar, Dan Riss, Victor Hugo Greene, John Zarella, Carl Lee, Olan Soule. Produced by Lewis J. Rachmil; directed by Fritz Lang.

STORY: When Glenn Ford finishes his hitch in the army in Korea, he returns to his job as a railroad engineer and to his room in the home of his co-worker, Edgar Buchanan, where he is made welcome by Buchanan's wife, Diane DeLaire, and their grown-up daughter, Kathleen Case. One of Ford's co-workers, Broderick Crawford, has forged ahead as assistant yardmaster and is married to Gloria Grahame. Crawford has a fight and is fired. Realizing he has a few years to go until his pension, he tries to get it back. Failing, he asks Grahame to talk to an old friend, Grandon Rhodes, an influential shipper with the road, to get back the job. Rhodes knew her when she was a girl and her mother was his housekeeper. Grahame doesn't want to go, but he forces her. When she returns, she tells him he's got his job again, but he becomes suspicious and beats her until she admits she and Rhodes were lovers. Learning Rhodes is to leave for Chicago, Crawford forces Grahame to accompany him while he kills Rhodes on a train. Ford is on the same train so Crawford forces Grahame to distract Ford until he gets away. Later, Grahame prevails upon Ford not to reveal at the inquest that he saw her on the train coming out of the death car. Crawford has a hold over Grahame via a note she wrote to Rhodes. Meanwhile, Grahame and Ford become infatuated and she urges that he kill Crawford and retrieve the note, leaving them free to marry. He goes along up to killing Crawford, at which point he realizes he doesn't love her and that she has no morals or decency. He gets back the note and calls it quits. She leaves Crawford, but he follows her and kills her, too. Ford meanwhile settles down to thinking about Case and the future.

X-RAY: Not an overly pleasant film, this deals with anger, jealousy, murder, romance, and the operations of trains. It has some names which can assist in the selling as well as a story that holds interest pretty much throughout. It should make up as part of the duallers. The screen play is by Alfred Hayes, based on a novel by Emile Zola. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Fair program price.

AD LINES: "Born To Be Bad . . . To Be Kissed . . . To Make Trouble"; "A Raw Slice Of Life"; "He Hated Her But He Couldn't Leave Her Alone."

Indiscretion Of An American Wife (703)

DRAMA
63M.

(Made in Italy)
(English dialogue)

ESTIMATE: Romantic drama is best for the art and specialty spots.

CAST: Jennifer Jones, Montgomery Clift, Gino Cervi, Dick Beymer. Produced and directed by Vittorio De Sica.

STORY: Jennifer Jones, attractive married American, on a visit to her sister in Rome, falls in love with Italian Montgomery Clift. She decides to cut her visit short before complications ensue which might affect her husband and small daughter. Jones calls nephew Dick Beymer and asks him to pack a bag and bring it to her at the station. There she meets Clift to say goodbye, but he persuades her to wait for a later train and almost persuades her to remain. Failing in this, he and she discuss the possibility of her returning after she informs her husband and they discuss a possible future together. As they wander from one spot to another in the station, they eventually wind up in a deserted railroad car. This

is interrupted by some train officials who place them under arrest as romance in a deserted railroad car is against the law. They are taken before Commissioner Gino Cervi, who debates the future course, which could include a prison term and unfavorable publicity. Upon getting her word that Jones would be on the next train bound for Paris, Cervi tears up the complaint and lets them go. She boards the train leaving a disappointed Clift at the station.

X-RAY: With a static plot this seems best suited for the art and specialty spots. The cast is earnest, sincere, performances are in order, and the direction and production are in the better class. The various backgrounds in the station are interesting while the subject matter should be appreciated by drama fans or femmes romantically inclined. The screen play is by Cesare Zavattini, Luigi Chiarini, and Giorgio Prosperi based on the story, "Terminal Station," by Cesare Zavattini. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Best for class and art spots.

AD LINES: "They Passed Through A Lifetime Waiting For Her Train At Terminal Station"; "A Romantic Interlude In Rome"; "Romance And Drama Face An American Wife Abroad."

Jungle Man-Eaters (707)

ADVENTURE DRAMA
68M.

ESTIMATE: Routine series entry.

CAST: Johnny Weissmuller, Karin Booth, Richard Stapley, Bernard Hamilton, Gregory Gray, Lester Matthews, Paul Thompson, Vince M. Townsend, Jr., Louise Franklin. Produced by Sam Katzman; directed by Lee Sholem.

STORY: Government officials solicit the aid of Johnny (Jungle Jim) Weissmuller in capturing a diamond smuggler threatening the world market. The government party is headed by commissioner Lester Matthews, Richard Stapley, a police inspector, and the latter's fiancée, doctor Karin Booth. Also along in a supposed official capacity is Frenchman Gregory Gay, who is behind the smuggling game. Gay has persuaded an unfriendly tribe to ravage the village of a peaceful tribe encamped too near the site of the secret diamond mine. Weissmuller, Booth, and Stapley fly to the scene of the disaster and discover that the native chief was murdered and his son kidnapped. Attempting to rescue the heir, Weissmuller and his party are captured but not before they have discovered the method Gay uses to smuggle out the diamonds. Weissmuller, however, manages to escape, confiscating a box of explosives, which he sets up to destroy the smugglers' headquarters. After rescuing his friends, the charge is set off and the native tribe is scattered.

X-RAY: This sepia adventure drama incorporates all the expected thrills, animal wrestling, action, and chicanery, which should satisfy fans tuned to this type of entertainment. Samuel Newman wrote the story and screen play, based on the King Features comic strip. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Usual series price.

AD LINES: "Diamond Smugglers Upset The Peace Of The Jungle"; "An Exciting Jungle Adventure With 'Jungle Jim'"; "'Jungle Jim' And His Chimp Foil A Gang Of Diamond Smugglers."

The Law Vs. Billy The Kid (711)

WESTERN
73M.

(Color by Technicolor)

ESTIMATE: Routine western.

CAST: Scott Brady, Betta St. John, James Griffith, Alan Hale, Jr., Paul Cavanagh, William Phillips, Benny Rubin, Steve Darrell, George Berkeley, William Tannen, Richard Cutting, John Cliff, Otis Garth, Martin Garralaga, Frank Sully, William Fawcett, Robert Griffin. Produced by Sam Katzman; directed by William Castle.

STORY: Forced to flee over the state line when he is wanted for a murder which was really self defense, Billy the Kid, Scott Brady, and his friend, James Griffith, come upon rancher Paul Cavanagh who offers them a job. Brady immediately falls in love with the rancher's pretty daughter, Betta St. John, which gains the hostility of ranch foreman Alan Hale, Jr. Hale gives Brady a vicious beating and joins forces with Cavanagh's enemies, who want to take over all the ranch land in the area. Finding a wanted notice for Brady, the crooked sheriff and a posse decide to take him and Cavanagh for harboring a fugitive. Cavanagh is killed by the posse and Brady gets together a band of men to seek revenge. A series of battles occur in which members of the posse are killed. St. John tries to cool Brady's desire for revenge but is unsuccessful. The governor of the territory offers Brady freedom if he will cease, but is refused. Griffith assumes the office of sheriff and hunts down his friend. Brady is caught and jailed but manages an escape. He goes to St. John's house to pick her up and flee to the border for safety. Griffith, however, knowing that he would head for St. John's house, is ready with a posse and when he refuses to give up, Griffith is forced to kill him.

X-RAY: This Technicolor western dealing with the exploits of noted badman Billy the Kid is a routine program film. It involves a goodly amount of gunplay and rough stuff mingled with a moonlight and roses romance. Brady is good with the rough stuff and St. John as the pretty ranch belle gives a satisfactory performance. Direction is swift and the color attractive making this a suitable entry for action addicts. John T. Williams wrote the story and screen play. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Low bracket.

AD LINES: "The Story Never Told Before About The Fastest Gunman In The West And How He Got That Way"; "On Screen At Last, The True Story Of Billy the Kid"; "The Greatest Outlaw . . . The Greatest Lover In Frontier History."

On The Waterfront (702)

MELODRAMA
108M.

ESTIMATE: Rugged meller rates with the better entries of its type.

CAST: Marlon Brando, Karl Malden, Lee J. Cobb, Eva Marie Saint, Rod Steiger, Pat Henning, Leif Erickson, James Westerfield, Tony Galento, Tami Mauriello, John Hamilton, John Heldabrand, Rudy Bond, Don Blackman, Arthur Keegan, Abe Simon, Barry Macollum, Mike O'Dowd, Marty Balsam, Fred Gwynne, Thomas Handley, Anne Higer. An Elia Kazan production.

STORY: A waterfront union headed by Lee J. Cobb, who came up the hard way, bucks the efforts of a crime investigating committee to break up its rackets. Rod Steiger, right hand man to Cobb, is warned by the latter that he should watch his brother, Marlon Brando, once a promising boxer but now just a henchman for the union, lest Brando start talking. A union member is killed, but no one will help the committee. The dead man's sister, Eva Marie Saint, is determined to find

out the truth, and a confused Brando goes to help, but is in a mental muddle. Priest Karl Malden also finds himself thwarted and threatened. Brando and Saint become friendly, and the pressure mounts until Cobb tells Steiger that Brando must be put out of the way unless Steiger can guarantee silence. Unwilling to put his brother on the spot, Steiger is murdered. Brando at last understands the score and testifies against Cobb and the union mob, turning everyone against him. Then Brando decides to have a personal showdown with Cobb, who uses foul tactics, and Brando is brutally beaten. The men, realizing that Cobb's power is ending, wait for a new leader. Though in bad shape, Brando manages to get up to lead the men into the pier to unload a ship. The racket era is over.

X-RAY: A taut, crisp, melodrama, this rates with the better films. It covers a touchy subject, and although veiled at times, it is not difficult to tie it up with recent headlines. Big city folk may understand it better, but action and melodrama addicts anywhere will get plenty of kick out of it. It is a hard film, and although there is a romance, it is relatively minor. The picture is Brando's, but he gets excellent support from Malden, Cobb, Steiger, Pat Henning, and a host of others, with the casting high grade. The picture also gains from authenticity in that it was shot on the waterfront in the east. Lending itself easily to headline exploitation, this is a show that should be strong in the metropolitan areas and worth pushing elsewhere. It is based on an original story by Budd Schulberg. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Better price.

AD LINES: "Death Lurked 'On The Waterfront'"; "Is This The Story That Made National Headlines?"; "They Knew Only One Code . . . Keep Your Mouth Shut."

The Outlaw Stallion OUTDOOR DRAMA
(705) 64M.

(Color by Technicolor)

ESTIMATE: Fair programmer for the duallers.

CAST: Phil Carey, Dorothy Patrick, Billy Gray, Roy Roberts, Gordon Jones, Trevor Bardette, Morris Ankrum, Chris Alcaide, Robert Anderson, Harry Harvey, Guy Teague. Produced by Wallace MacDonald; directed by Fred F. Sears.

STORY: Horse thieves headed by Roy Roberts attempt to corral wild horses on the Utah range. The stampeding horses almost trample Dorothy Patrick and her 12-year-old son, Billy Gray. Roberts, fearing discovery of his illegal activities if associated with the stampeding herd, introduces himself as a stranger on the lookout for ranch property. Patrick invites him and men to dinner. Phil Carey, who helps out on the ranch, is immediately suspicious. Roberts, who has been setting traps to catch the horses, sets a savage fighter horse loose to take the leadership away from the mysterious white stallion. The intruder is killed. Patrick believes that her son, who had specially favored the white horse, was responsible for the clash and offers the white horse to Roberts, but he refuses. Instead, he offers to break in the horse for Gray. When the boy is hurt by the horse, his mother demands that the animal be taken away. Gray, to prevent the horse being taken, is roughed up by the thieves just as Carey arrives. Patrick blames Carey for the fight, while Roberts takes the horse away to the gang hideout. The boy follows and is taken prisoner.

The mother, too, is made captive. When Carey finds the two missing, he and the sheriff ride after Roberts. With the help of the white stallion, Roberts is overpowered.

X-RAY: This story of a boy and his horse who come to odds with a gang of range riding heavies is routine, but might be of interest for the younger crowd and western fans. David Lang wrote the story and screen play. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Low bracket.

AD LINES: "The Animal King Of The Wilderness Against The Outlaw King Of The West"; "Fury Floods The Screen As Flying Hooves Fight Flaming Guns"; "One Of The Great Legends Of The West As Unconquerable Nature Clashes Head On With All Conquering Man."

Pushover (704) MELODRAMA 88M.

ESTIMATE: Interesting meller.

CAST: Fred MacMurray, Kim Novak, Phil Carey, Dorothy Malone, E. G. Marshall, Allen Nourse, Phil Chambers, Alan Dexter, Robert Forrest, Don Harvey, Paul Richards, Ann Morriss. Produced by Jules Schermer; directed by Richard Quine.

STORY: Following a \$200,000 bank robbery, during which a guard was murdered, police think that one of the participants is Paul Richards. Detective Fred MacMurray, thinking Kim Novak knows the whereabouts of Richards, gets friendly. A stakeout watch placed on her apartment is headed by MacMurray, partner Phil Carey, Allen Nourse, and others. In his watching, Carey sees a nurse, Dorothy Malone. MacMurray, deeply infatuated with Novak, dreams of killing Richards, of taking the money, and of going away with Novak. He finalizes this plan with Novak, who admits she is expecting Richards. A hitch develops when Nourse gets in the way after MacMurray kills Richards and MacMurray shoots him, too. Malone bumps into MacMurray coming from one of his meetings with Novak and later positively identifies him. He is shot down by police guns.

X-RAY: With suspense and intrigue, this shapes up as interesting material for the duallers, containing competent performances, good direction, and production. The screen play is by Roy Higgins, based on stories by Thomas Walsh and William S. Ballinger. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Fair program price.

AD LINES: "He Thought She Was A 'Pushover' For The Right Guy"; "He Was A Cop First, Last, And Always . . . Until This Beautiful Gal Came Into His Life"; "An Action-Packed Suspenseful Entry About A Cop, A Bundle Of Money, And An Armful Of Loveliness."

LIPPERT

The Big Chase MELODRAMA
(5327) 60M.

ESTIMATE: For the lower half.

CAST: Glenn Langan, Adele Jergens, Lon Chaney, Jim Davis, Douglas Kennedy, Jay Lawrence, Phil Arnold, Jack Daly, Gil Perkins, Tom Walker, Jack Breck, Wheaton Chambers, Iris Menshell. Produced by Robert L. Lippert, Jr., directed by Arthur Hilton.

STORY: Glenn Langan is a rookie cop, whom the department would like to make a detective; but his wife, Adele Jergens, is pregnant, and rather than cause her worry he passes up the promotion. He is assigned to the juvenile squad, chases Lon Chaney, Jay Lawrence, and Jim

Davis, busy with a payroll robbery they plotted while in prison. Chaney is first down, being shot in a railroad yard gunfight. The girl in with the crooks also is killed, her body dumped. Stoolie Jack Daley tips police lieutenant Douglas Kennedy that Lawrence and Davis are off to Mexico by boat. The modern cops take off in a helicopter, shoot and shoot until the boat heads back to the U.S.A., where they are killed. Langan suddenly remembers, rushes off to the hospital, where he's father to a daughter. With his wife, he decides that he might as well be a detective what with another mouth to feed.

X-RAY: This is the usual cops and robbers stuff, possibly a trifle less inspired than others of its ilk. Performances are adequate and it will get by on the lower half where audiences are not particularly discriminating. The screen play is by Fred Freiberger.

AD LINES: "Rough, Tough, Violent!"; "A Bullet By Bullet Account Of The Round-Up Of A Tough Gang"; "Thrills In Plenty As The Police Rub Out A Mob On The Run."

Thunder Pass (5405) OUTDOOR MELODRAMA 76M.

ESTIMATE: Fair lower half entry.

CAST: Dane Clark, Dorothy Patrick, Andy Devine, Raymond Burr, John Carradine, Mary Ellen Kay, Raymond Hatton, Nestor Paiva, Charles Fredericks, Tom Hubbard. Produced by A. Robert Nunes; directed by Frank McDonald.

STORY: In 1876, U. S. Cavalry Captain Dane Clark leads a patrol including scout Andy Devine for a pow-wow with some of the chiefs who are ready to wage war because the whites and the government have broken the treaty between them. He is given two days to come up with a solution. He orders his men to clear the valley of settlers and get all together in one place, including Dorothy Patrick, intending to escort the party to the nearest fort. Clark insists on taking a wounded man, Gordon Wynne, suspected of being a gun runner, despite danger. The actual seller of guns to the Indians, John Carradine, is also along. The party is attacked and ambushed by unfriendly Indians in Thunder Pass, where Carradine is unveiled and killed. The wounded man proves to be a government agent on his way to offer the Indians a better treaty and the Indians chase off the renegades who broke the period of grace that was promised. Peace reigns and Clark and Patrick look to the future together.

X-RAY: This has a fair amount of action an average story, standard performances, and okeh direction and production. It should do for the lower half. The screen play is by Tom Hubbard and Fred Eggers, based on a story by George Van Marter.

AD LINES: "Indian Arrows Carry Death In Thunder Pass"; "An Action Thriller As A Cavalry Patrol Fights For Its Life"; "Death Awaited A Cavalry Patrol And Its Escort In Thunder Pass."

MGM

Betrayed (501) MELODRAMA 108M.

(Eastman Color)

(Made in Holland and England)

ESTIMATE: Names will have to make the difference.

CAST: Clark Gable, Lana Turner, Victor Mature, Louis Calhern, O. E. Hasse, Wilfrid Hyde White, Ian Carmichael, Niall MacGinnis, Nora Swinburne, Roland Cul-

ver, Leslie Weston, Christopher Rhodes, Lilly Kann, Brian Smith, Anton Diffring. Directed by Gottfried Reinhardt.

STORY: Clark Gable, the top Dutch intelligence officer working behind German lines, is caught by the enemy but before long is rescued by a daring gang of Dutch rebels headed by Victor Mature. Back in England, Gable is given the assignment to train an exiled Dutch widow, Lana Turner, for work behind the enemy lines. The two do not hit it off very well at first, but with time they become attracted to one another. Gable is reluctant to send Turner when she is injured in a test parachute jump, but she insists on going. Chuted into Holland, her job is to get Mature's group of rebels to submit to British command. At first Mature, a wild opportunist, refuses to go along, but when he finds that his mother, whom he worships, has had her head shaved as a suspected collaborator, he agrees to follow British orders. The ensuing raids made by Mature result in heavy casualties. The group is being betrayed, and Gable is ordered to find the leak. His first suspicion falls on Turner whose shady past would indicate something of this nature. She, however, suspects Mature who seems to come through the raids unscratched although many of his men are killed. Through a ruse, Mature is brought to a confession that he had turned against his country because of the punishment meted out to his mother. Mature is shot as he attempts to escape, and Gable is reunited with Turner.

X-RAY: Genuine Dutch backgrounds and beautiful Eastman color enhance this cloak and dagger thriller that can boast of top boxoffice names. The plot, however, is slightly contrived. Mature is active as the underground leader, while Turner and Gable turn in more subdued and satisfactory performances. With names, color, and a degree of excitement, this should make fair selling at the boxoffice despite the weak story line. Ronald Millar and George Froeschel wrote the screen play. Maximum aspect ratio: 1.75-1. Stereophonic sound is available.

TIP ON BIDDING: Better price.

AD LINES: "Gable And Turner In A Thrill Packed Tale Of The Dutch Underground"; "Only Three People Knew The Secrets—One Of Them Was A Betrayer"; "Filmed In Holland With A Star Studded Cast."

Brigadoon (502) MUSICAL FANTASY

108M.

(CinemaScope)

(Color by Ansco)

ESTIMATE: Entertaining musical fantasy.

CAST: Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart, Barry Jones, Hugh Laing, Albert Sharpe, Virginia Bosler, Jimmy Thompson, Tudor Owen, Owen McGivney, Dee Turnell, Dody Heath, Eddie Quillan. Produced by Arthur Freed; directed by Vincente Minnelli.

STORY: While hunting in the Scottish highlands, two Americans, Gene Kelly and Van Johnson, come upon a little village which they can not find marked on the map. The townspeople are suspicious of the strangers and Cyd Charisse tells them that they are in Brigadoon. A gay crowd of people are in a festive mood broken when they see the intruders. Jimmy Thompson, a prospective bridegroom, befriends the pair and together they do a lively jig singing "I'll Go Home With My Bonnie Jean." Meanwhile Thompson's affianced is at home preparing for the wedding with the help of her sister Charisse, who explains that she will not marry until she finds her

special "dearie." Kelly meets Charisse again and together they go to a hillside to gather heather for the wedding. Kelly realizes that he is in love. The two Americans are confused by some of the strange things they learn about Brigadoon and Charisse brings them to Barry Jones, the schoolmaster, who tells them that the town exists for only one day in each century and when the people go to bed they wake up a hundred years later. This, it is explained, prevents the people from being corrupted by the world for they are not in any century long enough to be affected by its evils. After Thompson's wedding, the people gather for some celebrating which is interrupted by the rejected lover, Hugh Laing, who announces he will leave Brigadoon. Knowing that if he gets away the town will disappear and never return, the people organize a search for him. He is killed accidentally by Johnson. Johnson also persuades Kelly to return to America rather than stay in the strange town. Kelly, however, can not find peace in the bustling society of New York. He returns to Scotland to see the place where Brigadoon was and to his surprise it appears for him again. Jones explains that his love woke the town up. Kelly joins Charisse in the magic town before it disappears again.

X-RAY: A bewitching and charming musical fairy tale, this adaptation of the famous Broadway musical is entertaining and well-made. The settings are somber and quaint, suggestive of the Scottish highlands, and the musical numbers are well-done. Kelly is lively and enthusiastic, and Johnson is properly sarcastic and worldly. Gay, light, and tuneful, this has qualities to appeal to many audiences. Beautifully photographed in Ansco color with CinemaScope as an added asset this is a welcome addition to big city theatres. It may need extra selling in small towns and rural situations, but has strong potentialities and is certain of a welcome at boxoffices. Heard are "Prologue," "Brigadoon," "Mac Connachy Square," "Waitin' For My Dearie," "I'll Go Home With Bonnie Jean," "The Heather On The Hill," "It's Almost Like Being In Love," "The Gathering Of The Clans," "The Wedding Dance," "The Chase." Based on the musical play by Frederick Loewe and Alan Jay Lerner with screen play by Alan Jay Lerner, the fame of the play should help in the selling.

TIP ON BIDDING: Higher bracket.

AD LINES: "One Of The Year's Top Musicals"; "A Delightful Frolic In The Scottish Highlands," "From The Broadway Smash, 'Brigadoon'"; "A Romantic Fairy Tale Beautifully Produced In CinemaScope"; "Gay, Tuneful Highland Fun."

Rogue Cop (503)

92M.

MELODRAMA

ESTIMATE: Names will help satisfactory thriller.

CAST: Robert Taylor, Janet Leigh, George Raft, Steve Forrest, Anne Francis, Robert Ellenstein, Robert F. Simon, Anthony Ross, Alan Hale, Jr., Peter Brocco, Vince Edwards, Olive Carey, Roy Barcroft, Dale Van Sickel, Ray Teal. Produced by Nicholas Nayfack; directed by Roy Rowland.

STORY: Patrolman Steve Forrest is at the scene of a murder and is able to identify the killer. With the help of his brother, police sergeant Robert Taylor, they capture the murderer Peter Brocco. However, Taylor, who is being paid off by important underworld people represented by George Raft, is told that he must persuade his brother not to identify the murderer. Realizing that Forrest will be

murdered if he goes through with the case, Taylor asks him to cooperate. Forrest remains firm and Taylor inquiries into the background of Forrest's girl, Janet Leigh, and discovers she was the former mistress of a Miami gangster. With this information, he persuades Leigh to try to talk Forrest into accepting the bribe. Taylor has a run in with Raft, and associate Robert Simon. Anne Francis, Raft's girl, comes to Taylor after she had been tossed out by Raft and reveals that Forrest had been murdered. Leigh, who had seen the killing, is put under police protection. Taylor believes that Francis could give some incriminating evidence against Raft and Simon so he secretly brings her to Leigh's apartment for safety. She reveals that Raft was involved in a killing years back. Taylor learns of the whereabouts of the gunman who killed his brother. He arranges it so that Raft knows also that he will be picked up. Through this ruse, Raft turns up to kill the gunman, and Taylor. In the gunplay that follows Raft and Simon are killed and Taylor is wounded, as is another cop. In the ambulance, Taylor admits to the other cop that he has been wrong all along.

X-RAY: A satisfactory cops and robbers yarn with Robert Taylor as a crooked cop, this has top names and other angles to help out at the boxoffice. Although the story involvements are many, the pace is swift and exciting enough to hold audiences. Production and performances are satisfactory with Taylor coming off well as a cynical cop. With enough push, this should do pretty well at the boxoffice. Sydney Boehm wrote the screen play from a novel by William P. McGivern. Aspect ratio: 1.75-1.

TIP ON BIDDING: Fair program price.

AD LINES: "The Inside Story Of Police Corruption"; "He Was A Cop Who Played Both Sides Of The Fence"; "The Underworld And The Cops Who Work For Them And The Girls Who Play For Them."

PARAMOUNT

Rear Window (5401)

MYSTERY DRAMA
112M.

(Color by Technicolor)

ESTIMATE: High rating.

CAST: James Stewart, Grace Kelly, Wendell Corey, Thelma Ritter, Raymond Burr, Judith Evelyn, Ross Bagdasarian, Georgine Darcy, Sara Berner, Frank Cady, Jesslyn Fax, Rand Harper, Irene Winston, Havis Davenport, Marla English, Kathryn Grandstaff, Alan Lee, Anthony Warde, Benny Bartlett, Fred Graham, Harry Landers, Dick Simmons. Directed by Alfred Hitchcock.

STORY: James Stewart, a photographer on the staff of a national photo magazine, is confined to his Greenwich Village apartment by a broken leg. His only divertimento is observing happenings in other apartments from his rear window. He sees salesman Raymond Burr and his nagging invalid wife, Irene Winston; young composer Ross Bagdasarian; lonely spinster Judith Evelyn; attractive ballet dancer Georgine Darcy; Sara Berner and husband, Frank Cady; a sculptress with a hearing aid, Jesslyn Fax; and a couple of honeymooners Rand Harper and Havis Davenport. A visitor at the Stewart apartment, insurance company nurse Thelma Ritter, offers him physical comfort as well as advice to marry Park Avenue beauty Grace Kelly, who is in love with him. He, however, is redudtant to get her involved in his roving career. He only has a week

to go before his cast is removed. At night, Stewart notices Burr leave the apartment several times carrying an aluminum suitcase and later he sees him cleaning it. Later, when Berner's dog sniffs around the flowers in the garden, he suspects that part of Winston's body may be there. Kelly takes his suspicions lightly, but Stewart eventually impresses her and tries to get the cooperation of a friend, detective lieutenant Wendell Corey. The latter does investigate and says Winston seems to have gone to the country. Kelly goes to Burr's apartment to seek evidence, but Burr returns and would have killed her except for the intervention of the police, summoned by Stewart. She signals that she has the dead woman's ring. Burr catches the signal and traces it to Stewart, whom he goes to kill by dropping out the window. Corey and other officers arrive to wound Burr, but Stewart loses his grip and falls to the ground, several police breaking the fall. Burr is guilty of murdering his wife. Stewart's fall has broken both legs, so he faces more idleness, but this time with Kelly to keep him company.

X-RAY: This entertainment-packed film builds in suspense and plot intensity. Audiences should be kept on edge throughout. There are comedy relief, drama, mystery, romance, and a down-to-earth quality that puts the film in the better entertainment category. The cast is okeh with Stewart, Ritter, and Kelly particularly outstanding, while the direction by Hitchcock is even better than usual. This looks like a winner. The screen play is by John Michael Hayes, based on a short story by Cornell Woolrich. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Higher bracket.

AD LINES: "It Could Happen To Anyone Who Has A Rear Window"; "A Suspense Masterpiece About An Unseen Murder By The Master Of Suspense—Alfred Hitchcock"; "A Man With A Broken Leg Solves A Murder Of Which The Police Are Unaware."

Sabrina (5402) COMEDY DRAMA 113M.

ESTIMATE: High rating.

CAST: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer, Joan Vohs, Marcel Dalio, Marcel Hillaire, Nella Walker, Francis X. Bushman, Ellen Corby, Marjorie Bennett, Emory Parnell, Kay Riehl, Nancy Kulp, Kay Kuter, Paul Harvey, Emmett Vogan. Produced and directed by Billy Wilder.

STORY: On a lavish estate on Long Island, there resides the wealthy family headed by Walter Hampden, wife Nella Walker, and sons, playboy William Holden and business head Humphrey Bogart, along with a number of servants, among whom are chauffeur John Williams and his daughter, Audrey Hepburn. During a party, Hepburn, smitten with Holden, realizes that he's not for her. When his attention to one female becomes too ardent, she decides to end it all in the family's garage. Bogart rescues her. She is hustled off to Paris to learn to become a cook, learns the culinary art, but also acquires polish and poise to say nothing of some clothes. Two years later, she returns quite attractive. Holden has become engaged, following three unsuccessful marriages, this time at the behest of the family and Bogart, who sees the marriage to Martha Hyer aiding the family fortune. Holden doesn't recognize Hepburn as he gives her a lift home and invites her to the party celebrating his engagement. He is infatuated with her. A rendezvous is not kept because he injures himself and he sends Bogart in his place. The latter, instructed

to take Holden's place for several days likes the task, but realizes that he must get rid of Hepburn so that the marriage and merger can go through. He arranges for Hepburn to go to Paris once again, hoping to reimburse her for losing Holden. The latter realizes that Bogart is in love with Hepburn and she with him and sends him to catch up with her on the boat. Holden decides his union with Hyer might be best.

X-RAY: This picturization of a hit play is delightful entertainment. Billy Wilder, one of the top writer-director-producers in the business, once again shows that he can mold talent and material into topnotch fun and he has some fine talent to work with. Bogart, Hepburn, Holden, Hampden, and Williams are excellent in their parts. The story is interesting, amusing, and touching at many spots, and it's all solid entertainment. The screen play is by Wilder, Samuel Taylor, and Ernest Lehman, based on the play by Taylor. Maximum aspect ratio: 1.85-1. Legion of Decency: B.

TIP ON BIDDING: Higher bracket.

AD LINES: "'Sabrina' In Action Is Delightful Entertainment"; "Humphrey Bogart . . . Audrey Hepburn . . . William Holden In A Light, Gay Tale Of Romance And Riches"; "Two Guys And A Gal In A Different Situation."

White Christmas COMEDY MUSICAL 120M.

(VistaVision)
(Color by Technicolor)

ESTIMATE: Names and VistaVision debut should account for high grosses.

CAST: Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen, Dean Jagger, Mary Wickes, John Brascia, Anne Whitfield, Richard Shannon, Sig Ruman, Robert Crosson, Herb Vigran, Dick Keene, Johnny Grant, Gavin Gordon, Marcel De La Brosse, James Parnell, Percy Helton, Elizabeth Holmes, Barrie Chase, I. Stanford Jolley, Mike P. Donovan, Glen Cargyle, Lorraine Crawford, Joan Bayley, Lester Clark, Ernest Flatt, Bea Allen. Produced by Robert Emmett Dolan; directed by Michael Curtiz.

STORY: During World War II, Bing Crosby and Danny Kaye, GI's, are in the same outfit under General Dean Jagger. Kaye saves Crosby's life, and Crosby, a top entertainer promises to help Kaye introduce some original songs when the war is over. Back in New York, they make good as a team until they are big time musical producers. Kaye notices Crosby is too engrossed in work with no time for romance, but Crosby is cynical and skeptical, figuring everyone has an "angle." They meet sister act Rosemary Clooney and Vera-Ellen. Kaye, noticing that Crosby's interest in Clooney is more than casual, joins Vera-Ellen to help it along. The girls are booked into a Vermont Inn for the Christmas Holidays, and Kaye persuades Crosby to follow them. They find there is no snow, and the inn where the girls were booked is owned by Jagger, now retired. With no snow, there are no winter sports, and therefore no customers. Jagger will not cancel the booking. Crosby and Kaye plan to help Jagger out of his predicament by bringing their entire show to the inn for the holidays. Looking for customers, Crosby makes a coast to coast TV pitch to get all the GI's from their old outfit to come to the inn. Clooney gets the mistaken idea Crosby is doing this only to build up their show and runs back to New York. When Crosby proves he is a right guy, she returns, finds the place jammed with GI's all in their old uniforms. The inn is saved, Jagger has a grand reunion

with his outfit, and Crosby and Kaye get their girls.

X-RAY: With the powerful barrage of top names, the debut of VistaVision, the Technicolor, and the songs, this should rack up big grosses. The stars all work nicely with top honors, perhaps, falling to Kaye and his impish ways. The production is handsomely mounted and should please. The new VistaVision process produces sharp and colorful pictures on a big screen, and it is readily apparent that when future pictures are offered with outdoor panorama, etc., the process will carry a big wallop. The songs by Irving Berlin include "White Christmas," "The Old Man," "Blue Skies," "Abraham," "Sisters," "Snow," "Choreography," "Count Your Blessings," "Minstrel Show And Mandy," "Gee, I Wish I Was Back In The Army," "Love, You Didn't Do Right By Me," "What Can You Do With A General," "The Best Things Happen While You're Dancing." This was written for the screen by Norman Krasna, Norman Panama, and Melvin Frank. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Higher bracket.

AD LINES: "The First Technicolor Feature In VistaVision With A Flock Of Stars And A Flood Of Irving Berlin Songs"; "Everyday Is Christmas When You've Got The True Spirit"; "A Brand New VistaVision Christmas Treat."

RKO

Every Girl Should Be Married (570) COMEDY 84M.

ESTIMATE: Reissue has names to help.

CAST: Cary Grant, Franchot Tone, Betsy Drake, Diana Lynn, Alan Mowbray, Elizabeth Risdon, Richard Gaines, Harry Hayden, Chick Chandler, Leon Belasco, Fred Essler, Anna Q. Nilsson. Produced and directed by Don Hartman.

STORY: Betsy Drake, who works in Franchot Tone's department store, believes "every girl should be married" and has as her target pediatrician Cary Grant. Drake tries the jealousy line, which involves her with Tone, a wolf. This results in plenty of publicity, but makes no headway with Grant. Tone proposes, and this irks Grant. Eventually, Drake tricks Grant. Grant sees through Drake's scheme but succumbs to her charm.

X-RAY: When first reviewed in THE SERVICSECTION of November, 1948, it was said, "Entertaining all the way, even though a trifle verbal, this should please. Backed by the stars plus newcomer Drake, who does well with a meaty part, it is made for those who enjoy laughs." It is based on a story by Eleanor Harris, with Don Hartman collaborating with Stephen Morehouse Avery on the screen play.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Every Girl Should Get Married—But To The Right Fellow"; "She Loved A Baby Doctor; But Not As A Patient"; "Brought Back So You May Enjoy It."

Hans Christian Andersen (551) DRAMATIC MUSICAL 111M.

(Goldwyn)
(Color by Technicolor)

ESTIMATE: Highly entertaining.

CAST: Danny Kaye, Farley Granger, Jeanmaire, Joey Walsh, Philip Tonge, Erik Bruhn, Roland Petit, John Brown, John Qualen, Jeanne Lafayette, Robert

Malcolm, George Chandler, Fred Kelsey, Gil Perkins, Peter Votrian. Produced by Samuel Goldwyn; directed by Charles Vidor.

STORY: In 1830, in a small town in Denmark, schoolmaster John Brown vainly rings his bell calling the youngsters for class, but they are entranced while village shoemaker Danny (Hans Christian Andersen) Kaye tells them fairy tales. Brown complains to the mayor and council, and insists that they tell Kaye to desist. The next day, the same incident is repeated. Brown threatens to leave unless Kaye is told to go, and the mayor and council agree. To save Kaye embarrassment, his young apprentice, orphaned Joey Walsh, persuades Kaye to go to Copenhagen for a few days, and catches up with him on the outskirts of town. Setting up his cobbler's shop near a royal statue, he is jailed, but released when the need for a cobbler is immediate at the royal theatre, where the ballerina, Jeanmaire, has trouble with her slippers. Not knowing she is married to ballet director Farley Granger, Kaye falls in love with her and writes her a fairy story, which, accidentally, is delivered to her. The next day, the ballet goes on tour. Kaye resumes telling his stories to the children until one of the fathers, a newspaper publisher, sets a story in type, and Kaye is launched as a writer. The ballet returns, and Kaye's story has been fashioned into a ballet. He is invited to see it, but gets into an argument with Granger and is locked in the prop room, but he visualizes Jeanmaire in the work. He is not released until the next morning. When he sees Granger and Jeanmaire together, he realizes that they are in love. He decides to go back to his small town and promises Walsh not to tell any more stories, but Walsh knows that he will tell better stories in the future.

X-RAY: There is much here which puts this in the better entertainment class, good, tuneful music, able performances, fine assistance by Technicolor, a light, gay, plot that holds interest throughout, ballet scenes that should draw attention, the title role as sensitively portrayed by Kaye, and much more. There's something for everyone in this latest Goldwyn release, and the results should be pleasing boxofficewise. Among the songs heard are "No Two People," "Wonderful Copenhagen," "Thumbelina," "The Ugly Duckling," "I'm Hans Christian Andersen," "Everywhere I Wander," "Inch Worm," and "The Kings New Clothes." The screen play is by Moss Hart, based on a story by Myles Connolly. (First reviewed in THE SERVICSECTION of December, 1952, this is being reprinted for the record, since it is now going out on general release—Editor.)

TIP ON BIDDING: Higher bracket.

AD LINES: "An Entertainment Treat For Everyone"; "There's Never Been Entertainment Like This Before"; "There's Music, Romance, Fun Galore For Old And Young, Dancing, And A Gay Time, All In Wonderful Technicolor."

She Wore A Yellow Ribbon (572) MELODRAMA 103½M. (Color by Technicolor)

ESTIMATE: Okeh Wayne reissue.

CAST: John Wayne, Joanne Dru, John Agar, Ben Johnson, Harry Carey, Jr., Victor McLaglen, Mildred Natwick, George O'Brien, Arthur Shields, Harry Woods, Chief Big Tree, Noble Johnson, Cliff Lyons, Tom Tyler, Michael Dugan, Mickey Simpson, Frank McGrath, Don Summer, Fred Libbey, Jack Pennick, Billy Jones, Bill Goettinger, Fred Graham, Fred Kennedy, Rudy Bowman, Post Parks, Ray Hyke, Lee Bradley. Produced by

John Ford and Merian C. Cooper; directed by John Ford.

STORY: After Custer has been killed and the Indians start to rise against the whites to drive them from their hunting grounds, one fort in the middle of hostile Indian territory is undermanned. Second in charge is John Wayne, being forced to retire against his will. He has the affection of the men, as well as the respect of his two junior officers, lieutenants John Agar and Harry Carey, Jr., as well as his sergeant Victor McLaglen. Wayne goes out on a last patrol to drive the Indians back to their reservation and is forced to take along Mildred Natwick and Joanne Dru to catch a stage back east. Dru is courted by Carey and Agar. She decides on Agar. When the patrol reaches the stage post, they find it in ruins, and Wayne orders everyone back to the fort. He leaves Agar and a force to delay pursuing Indians until he can get reinforcements. However, he is relieved of the command because of his retirement the next day, and Carey is sent out after all the men bid Wayne farewell. Later, still in the army for a few hours, he rides out to meet the soldiers and decides to attack. First, he tries to parley with the Indians peaceably, and when this fails, he rides off their entire force of horses, leaving them afoot, forcing them to return to their reservation. He then sets out for California, his work and career finished. A messenger reaches him in time to announce that he has been appointed civilian chief of scouts.

X-RAY: When first reviewed in THE SERVICSECTION of September, 1949, it was said, "This has all the makings of a boxoffice hit with its form and style dating back to the good old days when a frontier picture was an action film filled with perils. It has Technicolor, a yarn that holds interest on high, good action shots, high rating photography, Wayne's draw, direction by Ford, and a supporting cast that does well. The picture, based on a story by James Warner Bellah, features a tune, 'She Wore A Yellow Ribbon'."

TIP ON BIDDING: Usual reissue price.

AD LINES: "Action And Thrills Highlight This Technicolor Tale About The Frontier Of Old"; "When The Indians Go On The War Path, The U. S. Cavalry Takes A Hand"; "A Tale Of Frontier Days Filled With Action, Color, And Romance."

Susan Slept Here (501) COMEDY 97M. (Color by Technicolor)

ESTIMATE: Pleasant entertainment will depend on name draw.

CAST: Dick Powell, Debbie Reynolds, Anne Francis, Glenda Farrell, Alvy Moore, Horace McMahon, Herb Vigran, Les Tremayne, Mara Lane, Rita Johnson, Maidie Norman. Produced by Harriet Parsons; directed by Frank Tashlin.

STORY: Dick Powell, Hollywood scenario writer, is visited by some police pals, who have in tow Debbie Reynolds, whom they are taking in. They feel that Powell can find a story idea in the girl's background and are willing to leave her in his protective custody over the Christmas holiday. Reynolds rebels, thinking that Powell would take advantage of her. He begins to find her personality and background fascinating. His girl friend, Anne Francis, does a violent burn when she finds out that Reynolds is in his apartment. The cops return to take Reynolds away, but Powell, mistaking love for sympathy, has offered to marry her. They wed, and without ever living with her, Powell goes to a mountain hideaway to write the big story. When he comes back, a pickles and strawberry eating habit of Reynolds gives him the wrong idea, and he accuses his best friend of doing the

gal wrong. However, it turns out that it is merely a lifelong eating habit, and they go on to a life together.

X-RAY: Extremely lightweight, this will fill the bill where people seek pleasant entertainment. Powell seems a bit old for the part in contrast to the bounce and youthful vivacity of Reynolds, but the power on the marquee will make the difference. The action takes place mostly in an apartment, which slows down the film. Two songs are heard, "Susan Slept Here" and "Hold My Hand." The screen play is by Alex Gottlieb, from a play by Steve Fisher and Gottlieb.

TIP ON BIDDING: Above average price.

AD LINES: "A Laugh A Minute In A New Type Bedroom Farce"; "She Was A Juvenile Delinquent; But She Won His Heart—For Christmas"; "One Of The Brightest Comedies In Months."

The Window (571) DRAMA 73M.

ESTIMATE: Reissue has exploitation possibilities.

CAST: Barbara Hale, Bobby Driscoll, Arthur Kennedy, Paul Stewart, Ruth Roman. Produced by Frederic Ullman, Jr.; directed by Ted Tetzlaff.

STORY: Bobby Driscoll, who lives with his parents, Arthur Kennedy and Barbara Hale, in a New York tenement, sleeps on the fire escape and sees Paul Stewart and Ruth Roman kill a man. His parents refuse to believe him since he has been in the habit of making up stories. Driscoll goes to the police and a detective brings him home, investigates the Stewart-Roman flat, and finds nothing. Stewart and Roman determine to question Driscoll, but he escapes. Just as Stewart is about to kill him in a nearby deserted house, the police arrive. Stewart accidentally falls to his death and Driscoll is rescued.

X-RAY: When first reviewed in THE SERVICSECTION of May, 1949, it was said, "Gripping drama, this offers a challenge in the selling, for while it lacks marquee appeal, it does possess elements which make for boxoffice. It is a well-made, well-produced show, but what it will do at the boxoffice will depend on how much interest can be aroused in it. It is based on a story by Cornell Woolrich."

TIP ON BIDDING: Usual reissue price.

AD LINES: "What Was The Secret Of 'The Window'?" "The Boy Cried Wolf—But Death Stalked His Trail"; "Brought Back So That You May Enjoy it."

REPUBLIC

Tobor The Great (5309) SCIENCE FICTION MELODRAMA 77M.

ESTIMATE: Okeh science fiction meller for the lower half.

CAST: Charles Drake, Karin Booth, Billy Chapin, Taylor Holmes, Steven Geray, Henry Kulky, Franz Roehn, Hal Baylor, Alan Reynolds, Peter Brocco, Norman Field, Robert Shayne, Lyle Talbot, Emmett Vogan, William Schallert, Helen Winston. Produced by Richard Goldstone; directed by Lee Sholem.

STORY: When the agency governing interplanetary flight experimentation experiments with humans to make initial finding flights, scientist Charles Drake resigns in protest. He goes to work with professor Taylor Holmes, who is delving into the idea of using mechanical robots with electronic impulses capable of reacting to emotional stimuli. He also meets his widowed daughter, Karin Booth, and her son, Billy Chapin, a wizard at elec-

tronics, at the home-lab where Holmes works which is protected by all sorts of electronic gadgets. Before the robot is completed as to two-way telepathic communication, they hold a demonstration for members of the press which a Red agent, Steve Geray, infiltrates. When he sees the set-up, he is determined to try and get the secret plans. When other methods fail, they kidnap Chapin and Holmes and force the latter to work out the plan for the robot. He stalls and uses a pencil transmitter to notify Tobor, the robot, where they are. When Geray gets wise, Chapin concentrates on a mental message to Tobor and the latter rescues them and brings about the arrest of the enemy agents. Tobor is assigned to handle the controls of the first experimental space ship as a result of his rescue attempt.

X-RAY: An interesting-enough science fiction entry, this should round out the program okeh with youngsters getting a kick out of the screen proceedings as will many adults. The cast is adequate, as is the direction and production. The screen play is by Philip MacDonald based on a story by Carl Dudley.

AD LINES: "A Man-Made Monster With Human Emotions"; "Robots Head For Space."

20TH-FOX

The Egyptian (420)

DRAMA
140M.

(CinemaScope)
(Color by De Luxe)

ESTIMATE: Well-made spectacle is headed for the better grosses.

CAST: Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi, Peter Ustinov, Edmund Purdom, Judith Evelyn, Henry Daniell, John Carradine, Carl Benton Reid, Tommy Rettig, Anitra Stevens, Donna Martell, Mimi Gibson, Carmen de Lavallade, Harry Thompson, George Melford, Lawrence Ryle. Produced by Darryl F. Zanuck; directed by Michael Curtiz.

STORY: An old man, Edmund Purdom, writes the story of his life from a place of exile. He was found floating on the Nile by a doctor and brought up in the thought that he, too, would become a doctor. In school, he and a military cadet, Victor Mature, become friends and while on drinking bouts at a local tavern, bar maid Jean Simmons falls in love with him. After graduation, he acquires a servant in the person of one-eyed Peter Ustinov. Mature and Purdom get drunk and go off to hunt lions. They save Michael Wilding but are captured by the pharaoh's guards. Wilding is the new king and they are freed with Mature made an officer in the guards and Purdom named physician to the royal family. They go to a house of pleasure and Purdom becomes infatuated with Bella Darvi to the extent of ignoring his practice, surrendering all his worldly possessions including the deed to his parents' home and their graves. Getting all he has, Davi bars him and he goes home to find his parents have killed themselves over his deeds. He works in the house of death so that he can get their bodies properly embalmed and buried. Simmons finds him, comforts him, and loves him. He and Ustinov travel the world over and he gains a reputation as a healer of the wealthy. In the land of the Hittites, he assists the commander and learns that an attack is planned on Egypt with a new metal, iron, in the weapons. He takes a sample home and Mature realizes they must attack first or be con-

quered. Wilding refuses, having gotten religion, and Mature, now commander of the armies, urges Purdom to poison Wilding. Gene Tierney, princess and Wilding's sister, agrees and reveals that Purdom is her half brother and a logical successor to the throne. He meets Simmons again and their son, Tommy Rettig. He agrees to kill Wilding and Mature, but at the last minute only lets Wilding have poison. Riots break out inspired by the priests and Purdom lets Mature have the throne with Tierney at his side. He seeks to save Simmons after sending Ustinov and the boy to safety. Simmons is killed by the soldiers who would wipe out the one-god religion sponsored by Wilding. Purdom is sentenced to exile where he dies.

X-RAY: The book by Mika Waltari, a best-seller, on which the film is based, is brought to the screen in all its spectacle and with proper magnificence, lavishness, and splendor, so that the end result is an impressive work which should register well with all types of audiences. By sheer quantity alone, as well as quality-wise, this entry is one to be reckoned with. The story is an interesting one with many phases and sidelights, well handled by the large cast, and properly mounted and ably directed. The screen play is by Philip Dunne and Casey Robinson and the settings are beautifully brought forth by the color in the film.

TIP ON BIDDING: Higher bracket.

AD LINES: "A Great Novel Brought To The Screen With All The Necessary Spectacle and Splendor Due This Best Seller"; "An All-Time Great From 20th-Fox In CinemaScope"; "A Film That Will Long Be Remembered For Its Spectacle, Splendor And Lavishness As Well As Its Action, Romance And Drama."

UNITED ARTISTS

Down Three Dark Streets

MELODRAMA
85M.

(Gardner-Levey)

ESTIMATE: Okeh programmer.

CAST: Broderick Crawford, Ruth Roman, Martha Hyer, Marissa Pavan, Casey Adams, Kenneth Tobey, Gene Reynolds, Harlan Warde, Jay Adler, Claude Akin, Suzanne Alexander, Myra Marsh, Joe Bassett, Dede Gainor, Alexander Campbell, Alan Dexter, Larry Hudson. Produced by Arthur Gardner and Jules V. Levey; directed by Arnold Laven.

STORY: When special agent Kenneth Tobey, who is working on three cases simultaneously, is killed, agent Broderick Crawford is assigned to finish the job. The first concerns itself with Joe Bassett, gangster and killer. The second concerns itself with a stolen car ring with one of its drivers, Gene Reynolds, picked up and convicted and who refuses to talk. The third is one of attempted extortion and threat of kidnap with department store buyer Ruth Roman the victim and her young daughter threatened as the criminal seeks insurance money. Through a ruse, Crawford gets Bassett's girl friend, Martha Hyer, to lead him to his hideout and he is killed resisting arrest. When Reynold's blind wife, Marissa Pavan, is threatened and slapped around by Claude Akin, Reynolds talks and breaks up the ring. Roman gives a birthday party for her youngster with all her acquaintances invited and all conversations are recorded and then matched with recordings of the telephoned threats. Meanwhile, the extortionist has arranged for an unprotected rendezvous with Roman, who brings the

money and meets Casey Adams, supposed friend of her husband, who takes the money and tries to kill her. Crawford arrives in time to save her while others capture Adams, who admits killing Tobey.

X-RAY: Moving at a rapid and interest-holding pace with an element of mystery, this entry shapes up as a better than average meller for the program with the theme able to satisfy most fans who go for this type of film. The cast is good and direction and production are competent. The screen play is by The Gordons and Bernard C. Schoenfeld, based on the novel, "Case File: FBI," by The Gordons.

AD LINES: "An FBI Agent Is Murdered While Working On Three Cases. Another Takes Over To Solve Several Murders And Mark The Cases Closed"; "An Action-Packed Mystery Thriller In The Best Tradition Of The FBI"; "The FBI Had To Find A Killer Among Dozens Of Suspects. They Got Their Man."

Shield For Murder

MELODRAMA
80M.

(Schenck-Koch)

ESTIMATE: Okeh programmer.

CAST: Edmond O'Brien, Marla English, John Agar, Emile Meyer, Carolyn Jones, Larry Ryle, Herbert Butterfield, Hugh Sanders, William Schallert, David Hughes, Richard Cutting, Claude Akins. Produced by Aubrey Schenck. Directed by Edmond O'Brien and Howard W. Koch.

STORY: Knowing he has \$25,000 on him, detective Edmond O'Brien forces a book-maker into an alley and kills him, after which he explains to sergeant John Agar that the dead man tried to get away. It turns out that O'Brien has killed quite a few men during his many years on the force. Afterwards, he meets his girl Marla English and they go out to see a furnished house with O'Brien burying the money in the backyard. Racket boss Hugh Sanders hires private detectives Claude Akins and Larry Ryle to recover the money, but Agar tells them he had only slightly over \$300 when they searched the body. As O'Brien is questioned about the killing, a deaf-mute, David Hughes shows up with a note that reports he saw the killing and that the version in the papers was incorrect. O'Brien writes that someone will be sent to him later. He kills him and tries to make it look like an accident. Agar finds a statement written by Hughes, which proves O'Brien guilty. He tries to take O'Brien in but is overpowered. O'Brien tries to get English to run away with him but she refuses. He dons his old patrolman's uniform which enables him to get around town to make arrangements to get out of the country but Akins appears and O'Brien is wounded but able to get away. English informs Agar that O'Brien left her for a few minutes at the house, and the police converge there. O'Brien is killed. Agar removes the dead man's shield.

X-RAY: Interesting enough and moving at a lively clip, this program entry should satisfy meller fans with a yarn that is becoming familiar. The cast is efficient and the direction and production average. The hard-hitting cop who is on the make for big dough from any source seems to be making the rounds at the moment and this is another in that series. The screen play is by Richard Alan Simmons and John C. Higgins, based on a book by William P. McGivern.

TIP ON BIDDING: Fair program rates.

AD LINES: "He Was A Cop With An Eye Out For Crooks And A Hand Out For Their Dough"; "A Rough-Tough Yarn About A Cop On The Take"; "He Had A Way With Crooks And Gals And Carried A 'Shield For Murder'."

SuddenlyMELODRAMA
77M.

(Bassler)

ESTIMATE: Well-made interesting meller.

CAST: Frank Sinatra, Sterling Hayden, James Gleason, Nancy Gates, Kim Charney, Paul Frees, Christopher Dark, Willis Bouchee, Paul Wexler, Jim Lilburn. Produced by Robert Bassler; directed by Lewis Allen.

STORY: The town of Suddenly in the Sierras is quiet until local sheriff Sterling Hayden gets a confidential wire informing him that the President will get off a special train that will stop in town and proceed to a nearby ranch for a vacation. A group of secret service men headed by Willis Bouchee arrive to check security, while another arrival in town is professional killer Frank Sinatra and two associates, Christopher Dark and Paul Frees, who plan to assassinate the chief executive for \$500,000. The latter trio go to a house overlooking the station occupied by ex-secret service man James Gleason, his widowed daughter-in-law, Nancy Gates, and her eight-year-old son, Kim Charney. Gates has an aversion to guns since the death of her soldier husband and refuses to consider marriage to Hayden. The hoodlums force their way in and set up their gun. Hayden and Bouchee show up to check the house, and Bouchee is killed while Hayden is wounded and made prisoner along with the others. Sinatra sends Frees to check the train's arrival and he arouses the suspicions of deputy Paul Wexler, who is shot. Frees is killed. Another prisoner is added to the group when TV repairman Jim Lilburn turns up. He arranges for the table holding the gun to be wired with electricity which incapacitates Dark. He fires the weapon warning the waiting agents and police and the train goes on without stopping. Meanwhile, Gates wounds Sinatra with an old gun of Gleason's and Hayden takes over. The town goes back to its quiet normalcy with Gates realizing that guns are necessary and that she loves Hayden.

X-RAY: Containing much suspense and drama as well as an unusual theme, this entry shapes up as good, dramatic entertainment which should keep audiences interested. Sinatra proves his versatility once again while the others in the cast provide fine support. Direction and production are in the better class with the pace a rapid one. With a little extra selling, this could prove a pleasant surprise boxofficewise. The original screen play is by Richard Sale.

TIP ON BIDDING: Higher program rates.

AD LINES: "He Had A Mission In Life With Gun In Hand"; "An Adventure In Suspense"; "Frank Sinatra In A Suspense-laden Role In An Entirely Different Type of Film."

WARNERS**The Bounty Hunter
(402)**OUTDOOR
MELODRAMA
79M.

(Color by WarnerColor)

ESTIMATE: Okeh outdoor action entry.

CAST: Randolph Scott, Dolores Dorn, Marie Windsor, Howard Petrie, Harry Antrim, Robert Keys, Ernest Borgnine, Dubb Taylor, Tyler MacDuff, Archie Twitchell, Paul Picerni, Phil Chambers, Mary Lou Holloway. Produced by Sam Bischoff; directed by Andre de Toth.

STORY: Randolph Scott, known as a bounty hunter, one who tracks down wanted criminals for the reward money, is asked by the Pinkerton detective agency to find three train bandits who escaped

with \$100,000. The cold trail leads him to a small town, where he questions doctor Harry Antrim about treating one of trio. He is given only vague answers although his daughter, Dolores Dorn, recalls the trio until Antrim shuts her off. Working under an alias, he tries to get some information from bar girl Marie Windsor but fails. He is shot at by Tyler MacDuff, minor outlaw now going straight but fearing that Scott is after him. His identity revealed, the citizens try to get him to leave, but he refuses until he gets his men and the money. Dorn urges Antrim to tell Scott all, but he refuses, saying that the three, now respected citizens, would kill her if he talked. Scott sets a trap and Antrim goes to warn the trio to leave town. He is shot by gambler Robert Keys, husband to Windsor. Scott traps Keys, who is about to talk when a bullet fired by sheriff Howard Petrie kills him. Postmaster Dubb Taylor is caught trying to finish off wounded Antrim and flees to get the hidden money. Scott arrives to find Taylor dead and the money gone. Petrie and Windsor stand revealed as the other crooks. Scott decides to settle down with Dorn as the new sheriff after returning the money found in Windsor's possession.

X-RAY: In addition to a goodly amount of action and gun play there is also to be found here much suspense, an interesting yarn, good characterizations, and suitable direction and production. The entry, which should satisfy most western and action fans, is aided by the use of WarnerColor and falls into the category of a good Randolph Scott western. It should round out the program nicely. The screen play is by Winston Miller based on a story by Miller and Finlay McDermid.

TIP ON BIDDING: Fair program price.

AD LINES: "I'm Bringin' 'Em In Dead; And I'm Spendin' The Money Alive!" "She Gave 'The Bounty Hunter' A Different Kind Of Reward"; "The Higher The Reward The Hotter The Gun He Used To Collect It."

Dragnet (401)MELODRAMA
89M.

(Color by WarnerColor)

ESTIMATE: High-rating police yarn.

CAST: Jack Webb, Ben Alexander, Richard Boone, Ann Robinson, Stacey Harris, Virginia Gregg, Victor Perrin, Georgia Ellis, James Griffith, Dick Cathcart, Malcolm Atterbury, Willard Sage, Olan Soule, Dennis Weaver, James Anderson, Monte Masters, Herb Vigran, Virginia Christine, Guy Hamilton, Ramsey Williams, Harry Bartell, Herb Ellis, Harlan Warde, Dub Taylor. Directed by Jack Webb. Produced by Stanley Meyer.

STORY: Stacey Harris and Dub Taylor walk across a field when Willard Sage suddenly appears on the scene with a shotgun and kills Taylor. A conference takes place at police headquarters with sergeant Jack Webb and his partner Ben Alexander. All of the dead man's associates including Harris are brought in for questioning. Jim Griffith, who saw Sage leave the scene of the crime identifies him. Sage's wife, Georgia Ellis, refuses to reveal his whereabouts. The police are forced to release all suspects. The police learn Taylor used to collect gambling debts for the syndicate and was probably killed because he was holding out on the money. Attractive policewoman Ann Robinson is assigned to undercover work at the cafe where Harris hangs out. Sage is located but doesn't talk. They take what they have before a grand jury but Griffith refuses to talk fearing reprisals and the jury doesn't indict. The cafe is wired for sound. Robinson is rescued by Webb and Alexander when

her identity is discovered. Via the listening post, they learn that Sage is sent to Cleveland where he is killed. When this is revealed to Ellis, she breaks the case. Harris is ordered arrested but the order comes too late for he is dead following an operation at a hospital.

X-RAY: This entry is based on the top television show of the same title and the screen version follows pretty much the same pattern except that it is expanded. The story is developed with interest being maintained throughout its running time. The factual presentation is used with good results. The cast is uniformly good with underplaying proving effective and getting across the point that it is a factual presentation. The direction and production are in the better category. It looks as though it should be a strong boxoffice grosser. The screen play is by Richard L. Breen. An instrumental, "Foggy Night in San Francisco," is heard.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Job Needed A Girl—A Pretty One . . . Policewoman Downey Was It"; "7.55 P.M., All Days Off Were Cancelled, All Officers Placed On Standby, This Was The Hottest Case to Ever Hit The Department"; "It Comes Screaming Out Of The Police Files—The Story Of The Red Spot Criminals Never Told Before."

FOREIGN**Ballet Concert**COMPILATION
55M.

(Artkino)

(Russian-made)

ESTIMATE: Uneven compilation of dance shorts is okeh for art spots.

CAST: Galina Ulavova, Olga Lepeshinskaya, Maria Semionova, Natalia Dudinskaya, Vachtang Chabukieni, Anna Redel, Michail Krustalev, Mikhail Dudko, S. Koren and Chabukiani.

STORY: World famous ballerina Galina Ulanova does the "Dying Swan" while Olga Lepeshinskaya performs "Don Quichote Ballet" and "Ballet Study." Maria Semionova is seen in "Swan Lake." A classical ballet "Bayaderka" is performed by Natalia Dudinskaya and Vachtang Chabukieni while Anna Redel and Michail Krustalev follow up with "The Skating Ring;" Chabukieni, Redel with Mikhail Dudko and S. Koren for "Taras Bulba Ballet." The State Opera Ballet Company performs the "Waltz Of The Flowers Ballet." Ulanova returns to the footlights to do the adagio from "Swan Lake." A series of folk dances are also shown.

X-RAY: Some fine dancing is to be seen here, but the films are old and worn and often technically faulty. If these technical failings can be overlooked, this might be suitable of art houses.

AD LINES: "The Top Dancers In The World"; "A Galaxy Of Dance Stars"; "A Real Dance Treat."

MISCELLANEOUS**Champagne Safari**TRAVELOGUE
60M.(Bregstein)
(Color)

ESTIMATE: Names may help mild travelogue.

CAST: Rita Hayworth, Prince Aly Khan. Photographed and produced by Jackson

Leigher and Mrs. Leigher. A Defense Film Corporation production.

STORY: This follows Rita Hayworth and Prince Aly Khan through their wedding trip, which started at the long-lost city of Pompeii, Italy; proceeded to Athens, then to Cairo. The couple and their retinue moves up the Nile to Luxor and into the African domain of Aly's father, the Aga Khan, spiritual leader of millions of Ismaelis; thence to Uganda, Tanganyika, and into the Congo. Highlights are the authentic native dancing and music, shifting at times to rare views of jungle life and scenery, with Miss Hayworth the central figure in many of the scenes.

X-RAY: Moviegoers expecting to see intimate views of the royal honeymoon of Rita Hayworth and Aly Khan are in for a disappointment. The much-talked-about lovers do not get cozy enough to even shake hands. Miss Hayworth, minus Hollywood makeup, is less glamorous than ordinarily. The color is alternately good and bad and a commentary is amateurish. There is not much wild life action, but the film, rather, devotes itself to shots of Aly's sumptuous homes and entertainment put on for the visitors and some nature shots such as a lion cub playing happily with the expedition's pet puppy, etc. The film offers little that is new or exciting.

AD LINES: "Go With A Famous Film Star And Her Prince On Their Jungle Honeymoon"; "The Novelty Film Of The Year"; "A Different Type Of Film Entertainment."

Duel In The Sun WESTERN MELODRAMA
134M.
(Selznick)
(Color by Technicolor)

ESTIMATE: Names should help reissue land in the money.

CAST: Jennifer Jones, Joseph Cotten, Gregory Peck, Lionel Barrymore, Herbert Marshall, Lillian Gish, Walter Huston, Charles Bickford, Harry Carey, Tilly Losch, Joan Tetzl, Sidney Blackmer, Francis McDonald, Victor Kilian, Griff Barnett, Butterfly McQueen, Frank Cordell, Scott McKay, Dan White, Otto Kruger, Steve Dunhill, Lane Chandler, Lloyd Shaw, Thomas Dillon, Robert McKenzie, Charles Dingle. Produced by David O. Selznick, directed by King Vidor.

STORY: When squaw man Herbert Marshall murders his Indian wife, a dancer, for infidelity, he is hanged. Their daughter, Jennifer Jones, comes to live on a ranch with Lillian Gish, a former sweetheart of her father, who is married to arrogant Lionel Barrymore, who rules life on the ranch with an iron hand. Jones meets Joseph Cotten, a graduate law student with sterling principles, and his tempestuous brother, Gregory Peck, a wild boy, whose credo is taking his fun where he finds it. Indulged by his father, Peck does as he pleases. He seduces Jones and will not marry her. Defying anybody else to take her, he kills in cold blood straw boss Charles Bickford, who offered Jones marriage, which she accepted. Peck takes it on the lam, occasionally returning to the ranch for moments with Jones. A railroad has filed a right-of-way, to which Barrymore pays no heed. When the line reaches his fence, he calls all his hands and neighbors to oppose cutting the wire. He defies a court order, and shooting is about to occur when the arrival of a cavalry troop stops bloodshed. Because Cotten sides with the railroad, his father throws him out. Later, when Gish dies, Cotten returns to pay last respects to his mother. He tells Jones he is to be married, and asks her to come and live with him and his wife, Joan Tetzl. Peck, hearing of this, sends a defi to Cotten,

who, accepting, is shot down in cold blood by Peck, but he recovers. Peck goes to his hide-out and Jones. In a gunfight, she shoots him fatally. Wounded herself by Peck, she dies in his arms.

X-RAY: When first reviewed in THE SERVICESECTION of January, 1947, it was said: "Adapted by Oliver H. P. Garrett from a novel by Niven Busch, with the screen play written by Selznick, this has what it takes for the boxoffices. It is a show that has been lavishly produced, is lush in imagination, with panoramic photography and a wide sweep of terrain, plus Technicolor. Jones gives a fine performance, hard and brittle or soft and pliant, as the mood demands, opposite the daredevilry of Peck and the smooth, polished performance of Cotten. The entire cast is deftly directed. The show is a credit to Selznick."

TIP ON BIDDING: Better than average re-issue price.

AD LINES: "A Stellar Cast In A Tale Of Unbridled Passion"; "A Cavalcade Of Passion Under The Brilliant Texas Sky When The West Was Young"; "Brought Back So You May Enjoy It Again."

Forbidden Women ADVENTURE DRAMA
56M.
(Bell)
(Made in South Seas)

ESTIMATE: Mediocre exploitation entry.

CAST: All parts are taken by south sea natives.

STORY: The reigning sultan of a Pacific Island is being poisoned slowly by a relative with eyes for the throne. The sultan's young son, who makes it a pastime to visit the local harem, makes friends with the girls and the house mistress. The boy is later set upon by two men who are ordered to throw him to the sharks. One of the men, however, has a change of heart and saves the boy. The sultan has become so ill that he abdicates in favor of his plotting cousin, thinking that his son is dead. The boy returns shortly and clears the throne of the illegitimate sultan. The real sultan recovers and again takes over his duties with the boy being appointed heir apparent.

X-RAY: A group of non-professionals from the south seas display amateurish acting abilities in this cheaply made exploitation piece. A mysterious house of women provides the sensational elements while court intrigue, coups and counter coups, intermingled with some hand to hand fighting, provide some simulated excitement.

AD LINES: "No Man Ever Entered This House Of Women . . . Not Even The Sultan Himself"; "A Teenage Prince Crashes Into A Forbidden House Of Women"; "Adventure And Intrigue In The South Seas."

Garden Of Eden NOVELTY DRAMA
70M.
(Excelsior)
(Color by Tri-Art Color Corp.)

ESTIMATE: Exploitation film should do okeh if sold properly.

CAST: Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray, R. G. Armstrong, Arch W. Johnson, Jane Rose, Norval E. Packwood, Paula Morris, Jane Sterling, John Royal. Produced by Walter Bibe; directed by Max Nosseck.

STORY: A daughter-in-law and her young child leave the home of her father-in-law after the death of her husband, when the stern father-in-law is harsh and unrelenting in his mourning and makes life miserable for them. Their car breaks down and they are befriended by a group

of nudists who have established an orderly camp outside of Tampa, Fla. Worried, the father-in-law locates them. The widow has now met a nice young man and has taken a job at the camp. Nude sun-bathing has been revealed to them. After an initial flurry of rage, the father-in-law, after his arrival at the camp, simmers down and finally joins the camp.

X-RAY: This is well produced and if properly sold should bring in a fair return where it can be played. It bears the approval of the American Sunbathing Association and was supervised by its executive director, Norval E. Packwood, who appears in the film. There are many shots of nude men, women, and children. None of the shots are aimed toward sex, in the sensational aspects. The performances are adequate and the photography quite good in the Tri-Art Color process. This is definitely a film which has to be sold properly. The manner in which it is done will not in any way offend any open minded person as it is presented to show the advantages of sun bathing, licensed by the State of Florida. Screen play is by Nat Tanchuk and Max Nosseck.

AD LINES: "The First Official Nudist Colony Film"; "Approved By The American Sunbathing Association"; "For The First Time On The Screen—The True Side Of Nudism."

Karamoja DOCUMENTARY
60M.
(Hallmark)
(Eastman Color)

ESTIMATE: Interesting travel film.

CREDITS: Filmed by Dr. William B. Treutle; produced by Matt Freed.

STORY: This is a study of the Karamojans, a tribe living in the remotest section of the Uganda Protectorate, a British Colony, in Africa. Dr. Treutle, a Tacoma, Wash., dentist, gained permission of the British government to make the film after many requests. The Karamojans are a tribe untouched by civilization, living in the most primitive manner, just as they have for the past 6,000 years. Dr. Treutle recorded the daily life of these simple people, including their rituals, dances, and sacrificial ceremonies. They are seen in their fields raising corn and millet from which they make beer, one of their diet staples; the other being the blood of animals.

X-RAY: This may be okeh in the exploitation spots and the art houses. A commentary was added after the film was edited. It is up to cinema standards for this type of film and is a study in anthropology.

AD LINES: "The Land Of Lost People"; "Most Incredible Sights Ever Filmed"; "The World's Most Primitive People."

Private Hell 36 MELODRAMA
81M.
(Filmakers)

ESTIMATE: Satisfactory meller.

CAST: Ida Lupino, Steve Cochran, Howard Duff, Dean Jagger, Dorothy Malone. Produced by Collier Young; directed by Don Siegel.

STORY: When a fifty dollar bill that was part of the loot from a big murder-burglary turns up in Los Angeles, detectives Steve Cochran and Howard Duff are assigned to trace it down. The trail leads to night club singer Ida Lupino. Although reluctant to help, she is persuaded by police captain Dean Jagger to aid in the search for the man who had given her the bill. Since other bills have been turning up at the race track, Lupino

and the detectives scout the park each day. She finally spots him and the detectives give chase in their car. Speeding over a mountain highway, the fugitive's car runs over an embankment. Besides his body, the detectives find a tin box filled with currency. Cochran, in love with the money-minded Lupino, decides to take some of the money while Duff silently goes along. A partner of the dead man calls the detectives and demands the money on the threat of exposing them. Jittery Duff forces his colleague to agree on returning the money. At the trailer camp where they have the money hidden, a voice in the dark demands that they hand over the money. Duff makes a run for it but is wounded by Cochran who is killed by a shot from Jagger. Playing a hunch, Jagger had had a detective act the part of the fugitive to bring the issue to a head.

X-RAY: Excitingly paced with a strong dash of suspense, this Filmakers production is a satisfactory thriller. Sticking close to the pattern for films of this type, it creates its suspense by various devices. It holds interest and some bright dialogue spices up the tale. Lupino as a wise cracking club singer is in good form and the rest of the cast is suitable. A song, "Didn't You Know," is heard. The screen play was written by Collier Young and Ida Lupino.

AD LINES: "She Hated Cops But She Learned To Love This One"; "In One Desperate Moment He Threw His Life Away"; "Trailer 36 Held The Destiny Of Two Men."

The Shorts Parade

ONE REEL

Color Cartoons

FARM OF TOMORROW. MGM—Cartoons. 7m. This demonstrates what could happen around a farm if modern methods

of cross-breeding were employed. In order to save chickens the trouble of having to hunt for their food, corn is crossed with Mexican jumping beans so that it leaps into the chicken's throat. A duck is crossed with a banana so that it is simple to peel off its feathers. A chicken is crossed with a centipede in order to obtain more drum sticks. There are a number of amusing and imaginative ideas here. GOOD. (W-634).

MICE FOLLIES. MGM—Cartoons. 7m. Jerry and his baby nephew turn on all the water faucets and then the rapid freeze of the refrigerator which gives them plenty of ice to skate upon. The little light in the icebox suffices as a spotlight and by turning around a plate of jello moulds, they get vari-colored gelatine effects. Tom sleeps blissfully through all this upstairs, but when the "mice follies" comes to his attention, he has one tough time on the ice. The windup has him completely frozen in one piece as the mice continue their frolic. This has excellent musical and sound accompaniment, as well as novel drawings and effects. GOOD. (W-632).

NEOPOLITAN MOUSE. MGM—Cartoons. 7m. Tourists Tom and Jerry visit Naples, where they are shown around town by a Neopolitan mouse. The Italian rodent is quite friendly to the American visitors, but dogs give the trio trouble. The host mouse, however, manages to save the visitors from any harm. GOOD. (W-636).

ONCE UPON A WINTERTIME. RKO. Marquee Musicals. 9m. Frances Langford describes here in words and music the idyllic love of two young people. The couple are riding through the snow covered rustic background in their horse drawn sleigh stopping for ice skating at the pond. A pair of lovestruck rabbits follow their footsteps imitating their every move. Cracking ice brings trouble and it remains for a pair of squirrels and horse to save the girl and her rabbit

counterpart for their helpless fellows on shore. This is from Disney's "Make Mine Music." GOOD. (44006).

Color CinemaScope Musical

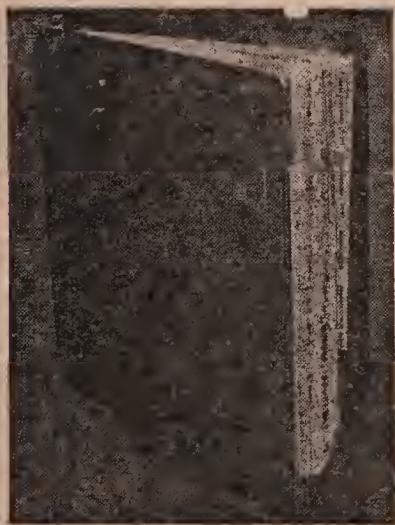
STRAUSS FANTASY. MGM—CinemaScope Musical. 9m. The MGM Symphony Orchestra under Johnny Green here plays a number of polkas and waltzes by the famous Strauss family. Among the selections heard are "On The Beautiful Blue Danube," "Tales From The Vienna Woods," "Artists Life," "High Spirits Polka," "Emperor's Waltz," "Radetzky March," "Overture To The Bat" (Fledermaus), "Vienna Life," "Pizzicata Polka," and "Thunder And Lightning Polka." A light, tuneful musical interlude, this should be a satisfactory program addition. GOOD.

Novelty

THE BIG PORT. RKO—Screenliners. 8m. The port of New York, one of the busiest in the world presents a variety of problems for the men who police the waters and docks. Here we are shown the port police in some of their duties of checking customs, watching for smuggling, etc. Health officers see that no ship brings disease carriers with it and harbor maintenance boats clear the waters of drift wood, service buoys and see to it that shifting sand bars are leveled to prevent ship damage. This is an informative subject that New Yorkers especially should be interested in. GOOD. (44213).

Color Travel

YOSEMITE THE MAGNIFICENT. MGM—FitzPatrick Traveltalk Reissues. 9m. When first reviewed in THE SERVICESECTION of April, 1941, it was said, "This is one of the best of the series. It has been photographed with real artistry. Interwoven with scenic shots are some cowboy ballads, while musical backgrounds are above average. Waterfalls and shots of redwood trees are particularly good. EXCELLENT." (T-611)



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**National Release Dates,
Production Numbers On
'53-'54-'55 Features**

(This is a listing of all production numbers and release dates, as made available by the companies, on 1953-54 and 1954-55 product, accurate to time of publication—Ed.)

Allied Artists

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- 5400 Mr. Potts Goes to Moscow.....Mar.
 - 5401 The Maze (2-D).....Mar.
 - 5402 Fighter Attack.....Nov.
 - 5403 Royal African Rifles.....Sept.
 - 5404 Arrow In The Dust.....Apr.
 - 5405 Highway Dragnet.....Feb.
 - 5406 Jack Slade.....Nov.
 - 5407 Jennifer.....Oct.
 - 5408 World For Ransom.....Jan.
 - 5409 Return From The Sea.....July
 - 5410 Pride Of The Blue Grass.....Apr.
 - 5411 African Fury.....
 - 5412 Killer Leopard.....Aug.
 - 5414 Loophole.....Mar.
 - 5417 Security Risk.....Aug.
 - 5418 Paris Playboys.....Mar.
 - 5419 Bowery Boys Meet The Monsters.....June
 - 5420 Jungle Gents.....Sept.
 - 5422 Vigilante Terror.....Nov.
 - 5423 Bitter Creek.....Feb.
 - 5424 The Forty-Niners.....May
 - 5426 The Desperado.....June
 - 5427 Two Guns And A Badge.....Sept.
 - 5430 The Yellow Balloon.....Oct.
 - 5432 The Weak And The Wicked.....July
 - 5436 Six-Gun Decision.....Nov.
 - 5437 Twa-Gun Marshal.....Nov.
 - 5438 Border City Rustlers.....Nov.
 - 5439 Secrets Of Outlaw Flats.....Nov.
 - The Human Jungle.....Sept.
 - Tonight's The Night.....Oct.
 - Danger Point.....Oct.
 - Target Earth.....Oct.
- (1954-55)

- S-1 Riot In Cell Block 11.....Feb.
- S-2 Dragonfly Squadran.....Mar.

Columbia

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- (1954-55)
 - 701 The Caine Mutiny.....July
 - 702 On The Waterfront.....
 - 703 Indiscretion Of An American Wife.....July
 - 704 Pushover.....Aug.
 - 705 The Outlaw Stallion.....July
 - 706 Pirates Of Tripoli.....
 - 707 Jungle Man-Eaters.....June
 - 709 Hell Below Zero.....July
 - 710 Human Desire.....Sept.
 - 711 Law vs. Billy The Kid.....Aug.
 - 712 A Bullet Is Waiting.....Sept.
 - The Black Dakotas.....Sept.
- (Reissue)
- 708 Coroner Creek.....Aug.
 - 713 Gunfighters.....Aug.
 - 714 Black Eagle, The Story Of A Harse.....June

IFE

(1954-55)

- City Stands Trial.....Sept.
- Love In The City.....Sept.
- Girls Marked Danger.....Oct.
- A Husband For Anna.....Oct.

- Aida.....Oct.
- Too Young For Love.....Oct.
- Against The Wall.....Nov.
- Voice Of Silence.....Nov.
- Hurdy Gurdy.....Nov.
- Theodora, Slave Empress.....Nov.
- La Presidentessa.....Nov.
- Wayward Wife.....Dec.

Lippert

(1954-55)

- 5401 The Unholy Four.....Sept.
- 5402 Deadly Game.....Oct.
- 5403 A Race For Life.....Nov.
- 5404 Silent Raiders.....Aug.
- 5405 Thunder Pass.....Aug.
- 5406 Adventure in Rio.....
- 5407 Black Pirates.....
- 5410 Life With The Lyons.....Oct.

Metro-Goldwyn-Mayer

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

(1954-55)

- 501 Betrayed (1.75-1).....Sept.
- 502 Brigadoon (CS).....
- 503 Rogue Cop (1.75-1).....Oct.
- 504 Beau Brummell (1.75-1).....Oct.

Paramount

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1; SS indicates availability of stereophonic sound)

(1954-55)

- 5401 Rear Window.....Aug.
- 5402 Sabrina.....Sept.

RKO

(For 1952-53 listing, see page 3650)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

(1954-55)

- 501 Susan Slept Here.....July
- 502 Africa Adventure.....Sept.
- 503 Passion.....Oct.
- 551 Hans Christian Andersen.....July
- This Is My Love.....Aug.

(Reissues)

- 570 Every Girl Should Be Married.....Sept.
- 571 The Window.....Sept.
- 572 She Wore A Yellow Ribbon.....Oct.

Republic

(1953-54)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- 5301 Flight Nurse.....Mar.
- 5302 Geraldine.....Apr.
- 5303 Jubilee Trail.....May
- 5304 Hell's Half Acre.....June
- 5305 Laughing Anne.....July
- 5306 Make Haste To Live.....Aug.
- 5307 Johnny Guitar.....Aug.
- 5308 The Outcast.....Oct.
- 5309 Tabor, The Great.....
- 5325 Untamed Heiress.....Apr.
- 5331 Phantom Stallion.....Mar.

20th Century-Fox

(CS indicates CinemaScope)

(1953-54)

- 401 King Of The Khyber Rifles (CS).....Jan.
- 402 Three Young Texans.....Jan.
- 403 Hell And High Water (CS).....Feb.
- 404 The Siege At Red River.....May
- 405 River Of Na Return (CS).....May
- 406 Garilla At Large (3D and 2-D).....June
- 407 Night People (CS).....Mar.
- 408 The Raid.....Aug.
- 409 New Faces (CS).....Mar.
- 410 Racing Blood.....Mar.
- 411 Prince Valiant (CS).....Apr.

- 412 The Rocket Man.....Apr.
- 413 Three Coins In The Fountain (CS).....May
- 414 Princess Of The Nile.....June
- 415 Demetrius And The Gladiators (CS).....June
- 416 Garden Of Evil (CS).....July
- 417 The Gambler From Natchez.....July
- 418 The Royal Tour of Queen Elizabeth and Philip (CS).....July
- 419 Broken Lance (CS).....Aug.
- 420 The Egyptian (CS).....Sept.
- 421 A Woman's World (CS).....Sept.
- 422 Carmen Jones (CS).....Oct.
- 423 Black Widow (CS).....Nov.
- 424 The Adventures Of Haiji Baba (CS).....Oct.
- 425 Desiree (CS).....Nov.
- White Feather (CS).....Dec.
- 426 There's No Business Like Show Business (CS).....Dec.

(Reissues)

- 440 Scudda-Hool Scudda-Hayl.....Mar.
- 441 Cry Of The City.....Mar.
- 442 Street With No Name.....Mar.
- 443 Riders Of The Purple Sage.....Mar.
- 445 Orchestra Wives.....May
- 446 Sun Valley Serenade.....May

United Artists

Crossed Swords (Mahon-Vassarotti)

- (1.75-1).....Aug.
- Down Three Dark Streets (Gardner-Levy).....Aug.
- The Diamond Wizard (Pallos) (1.66-1).....Aug.
- Malta Story (Rank) (1.66-1).....Aug.
- Victory At Sea (NBC).....Aug.
- Suddenly (Bassler).....Sept.
- Khyber Patrol (World) (1.75-1).....Sept.
- The Golden Mistress (Kay-Rybnick).....Sept.
- Jesse James' Women (Panorama).....Sept.

Universal-International

(1953-54)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

- 401 The Glass Web (3-D).....Nov.
- 402 The Glass Web (2-D).....Nov.
- 403 Back To God's Country.....Nov.
- 404 Veils Of Bagdad (SS).....Nov.
- 405 Tumbleweed.....Dec.
- 406 Walking My Baby Back Home (1.85-1) (SS).....Dec.
- 407 Forbidden (1.85-1).....Jan.
- 408 War Arrow (1.85-1).....Jan.
- 409 Border River (2-1).....Jan.
- 410 Taza, Son of Cochise (3-D) (2-1) (SS).....Feb.
- 411 Taza, Son of Cochise (2-D) (2-1) (SS).....Feb.
- 412 The Glenn Miller Story (2-1) (SS).....Feb.
- 413 Ride Clear of Diablo (2-1).....Mar.
- 414 Saskatchewan (2-1).....Mar.
- 415 Creature From The Black Lagoon (3-D) (1.85-1).....Mar.
- 416 Creature From The Black Lagoon (2-D) (1.85-1).....Mar.
- 417 Yankee Pasha (2-1).....Apr.
- 418 Ma and Pa Kettle At Home (1.85-1).....Apr.
- 419 Rails Into Laramie (2-1).....Apr.
- 420 Playgirl (1.85-1).....May
- 421 Fireman Save My Child (1.85-1).....May
- 422 Drums Across The River (2-1).....June
- 423 Black Horse Canyon (2-1).....June
- 424 Johnny Dark (2-1).....July
- 425 Tanganyika (2-1).....Aug.
- 427 Francis Joins The Wacs (1.85-1).....Aug.
- 428 Magnificent Obsession (2-1).....Aug.
- 429 The Black Shield of Falworth (CS).....Sept.
- 430 Dawn at Socorra (2-1).....Sept.
- 431 Naked Alibi (1.85-1).....Oct.
- 432 Black Of Shield Of Falworth (2-D).....Sept.
- 435 West Of Zanzibar.....Oct.
- 481 Genevieve.....Feb.
- 482 Both Sides Of The Law.....Jan.
- 483 Project M.7.....Nov.
- 484 Hamlet.....
- 485 Always A Bride.....June

(Reissues)

- 426 The Egg and I (1.85-1).....July

Warners

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

(1954-55)

- 401 Dragnet.....Sept.
- 402 The Bounty Hunter.....Sept.

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3816, 3817, 3818 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES ALL-STAR (6)					
6411	(Sept. 10)	Oh Say Can You Sue (Clyde)	F	16m. 3622	
6412	(Oct. 29)	A-Hunting They Did Go (Quillan-Vernon)	F	16½m. 3656	
6413	(Nov. 26)	Down the Hatch (Mimmo)	F	17½m. 3673	
6414	(Jan. 7)	Doggle in the Bedroom (Quillan-Vernon)	F	16½m. 3706	
6415	(May 13)	Tooting Tooters (Clyde)	F	17m. 3773	
6416	(June 17)	Two April Fools (Clyde)	F	16½m. 3798	
(1954-55) (6)					
7411	(Sept. 30)	The Fire Chaser (Besser)			
ASSORTED FAVORITE REPRINTS (6)					
6421	(Sept. 17)	Wife Decoy (Herbert)	F	17m. 3614	
6422	(Oct. 22)	Silly Billy (Burke)	F	18m. 3630	
6423	(Dec. 17)	Strife of the Party (Vague)	B	16m. 3645	
6424	(Feb. 11)	Oh, Baby! (Herbert)	F	18½m. 3699	
6425	(Mar. 11)	Two Nuts in a Rut (Schilling-Lane)	F	18m. 3706	
6426	(Apr. 29)	She Snoops to Conquer (Vague)	F	17½m. 3730	
(1954-55) (6)					
7421	(Sept. 16)	His Hotel Sweet (Herbert)			
COMEDY FAVORITE RE-RELEASES (6)					
6431	(Oct. 15)	Half Shot At Sunrise	F	16m. 3630	
6432	(Nov. 12)	Meet Mr. Mischief	G	17½m. 3638	
6433	(Jan. 14)	Love at First Fright	F	16m. 3682	
6434	(Feb. 25)	Get Along Little Hubby	F	19m. 3722	
6435	(Mar. 4)	Slappily Married	F	16½m. 3706	
6436	(July 8)	Fiddling Around	G	17½m. 3788	
SERIALS (4)					
6120	(Sept. 17)	The Great Adventures of Captain Kidd	G	15ep. 3615	
6140	(Dec. 31)	Jungle Raiders (Reissue)	G	15ep. 3645	
6160	(Apr. 15)	Gunfighters of the Northwest	F	15ep. 3739	
6180	(July 29)	Batman (Reissue)	G	15ep. 3779	
THE THREE STOOGES (8)					
6401	(Sept. 3)	Rip, Sew and Stitch	F	17m. 3630	
6402	(Oct. 8)	Bubble Trouble	F	16½m. 3630	
6403	(Dec. 3)	Goof on the Roof	F	16½m. 3673	
6404	(Feb. 4)	Income Tax Sappy	F	16½m. 3706	
6405	(Mar. 18)	Spooks (2-D)	G	15½m. 3706	
6406	(Apr. 15)	Pardon My Backfire (2-D)	E	16m. 3730	
6407	(May 13)	Musty Musketeers	F	16m. 3758	
6408	(June 3)	Pals and Gals	G	17m. 3773	
(1954-55) (8)					
7401	(Sept. 2)	Knutzy Knights			
THE THREE STOOGES (3-D) One Reel					
6440	(Aug. 15)	Pardon My Backfire	E	16m. 3614	
CANDID MICROPHONES (5)					
6551	(Sept. 10)	No. 1	F	10m. 3631	
6552	(Dec. 10)	No. 2	G	9½m. 3676	
6553	(Feb. 18)	No. 3	G	10m. 3723	
6554	(Mar. 18)	No. 4	F	10m. 3758	
6555	(June 24)	No. 5	G	10m. 3806	
(1954-55)					
7551	(Sept. 23)	No. 1			
COLOR FAVORITES (15) (Technicolor) (Reissues)					
6601	(Sept. 24)	Carnival Courage	F	7m. 3615	
6602	(Oct. 8)	Fiesta Time	G	7½m. 3631	
6603	(Nov. 5)	Room and Bored	G	7½m. 3639	
6604	(Nov. 26)	A Boy, A Gun And Birds	F	7m. 3639	
6605	(Dec. 17)	Skeleton Frolic	F	7m. 3657	
6606	(Jan. 7)	Tree For Two	G	7½m. 3683	
6607	(Feb. 11)	Way Down Yonder in the Corn	G	7½m. 3683	
6608	(Feb. 28)	Dog, Cat, and Canary	F	6m. 3707	
6609	(Mar. 31)	The Egg Yegg	F	7½m. 3707	
6610	(May 13)	The Way of All Pests	G	7m. 3731	
6611	(May 27)	Amoozin But Confoozin	F	8m. 3730	
6612	(June 17)	A Cat, a Mouse, and a Bell	G	7m. 3747	
6613	(June 24)	The Disillusioned Bluebird	B	7m. 3750	
6614	(July 8)	Mr. Mocher	F	7m. 3783	
6615	(July 22)	The Herring Murder Mystery	F	7m. 3783	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(1954-55)					
7601	(Sept. 2)	Imagination			
MR. MAGOO (3) (Technicolor)					
6701	(Nov. 19)	Magoo Slept Here	G	7m. 3657	
6702	(Mar. 11)	Magoo Goes Skiing	G	7m. 3722	
6703	(July 22)	Kangaroo Courting	G	7m. 3798	
MUSICAL SPECIAL (1)					
7999	(.....)	Autumn in Rome	G	8m. 3750	
SCREEN SNAPSHOTS (10) (Series 33)					
6851	(Sept. 17)	Hollywood Stuntmen	G	10½m. 3631	
6852	(Oct. 22)	Hollywood Laugh Parade	G	10m. 3657	
6853	(Nov. 19)	Men of the West	G	10m. 3676	
6854	(Dec. 24)	Hollywood's Great Entertainers	F	10½m. 3707	
6855	(Jan. 2)	Memories in Uniform	F	10½m. 3715	
6856	(Feb. 25)	Hollywood Stars to Remember	G	10m. 3720	
6857	(Mar. 25)	Hollywood Goes to Mexico	F	10½m. 3723	
6858	(May 6)	Hula From Hollywood	F	10m. 3758	
6859	(June 10)	Hollywood's Invisible Man			
6860	(July 15)	Hollywood Grows Up			
(1954-55) (10)					
7851	(Sept. 23)	Hollywood Marches On			
THRILLS OF MUSIC (6) (Reissues)					
6951	(Sept. 24)	George Towne and Orch.	F	10m. 3616	
6952	(Nov. 26)	Boyd Raeburn and Orch.	G	10m. 3639	
6953	(Dec. 24)	Claude Thornhill and Orch.	G	10m. 3646	
6954	(Feb. 4)	Machito and Orch.	G	10m. 3699	
6955	(Apr. 1)	Charlie Barnet and Orch.	G	10½m. 3731	
6956	(June 3)	Skitch Henderson and Orch.	G	10m. 3767	
(1954-55)					
7951	(Sept. 9)	Ted Weems and Orch.			
TOPNOTCHERS (2)					
6901	(Apr. 15)	Canine Crimebusters	G	10m. 3758	
6902	(May 27)	Push Back the Edge	G	10m. 3774	
UPA ASSORTED CARTOONS (4) (Technicolor)					
6501	(Jan. 14)	Bringing Up Mother	E	7m. 3707	
6502	(Feb. 11)	Ballet-Oop	E	7½m. 3706	
6503	(Apr. 8)	The Man on the Flying Trapeze	G	7m. 3758	
6504	(June 17)	Fudget's Budget	E	7m. 3773	
(1954-55) (4)					
7501	(Sept. 9)	How Now Boing Boing			
UPA CARTOON SPECIAL (2)					
6509	(Sept. 24)	A Unicorn In The Garden	E	7m. 3631	
6510	(Dec. 17)	The Tell Tale Heart	E	8m. 3631	
WORLD OF SPORTS (10)					
6801	(Sept. 24)	Assault and Mat-tery	F	10m. 3631	
6802	(Oct. 15)	Hockey Thrills And Spills	F	9½m. 3657	
6803	(Nov. 12)	Snow Speedsters	F	10½m. 3683	
6804	(Dec. 17)	Battling Big Fish	F	11m. 3707	
6805	(Feb. 18)	Gauchos Down Uruguay Way	G	10m. 3723	
6806	(Mar. 25)	Tee Magic	G	10m. 3723	
6807	(Apr. 22)	Racquet Wizards	F	9m. 3758	
6808	(May 20)	World Soccer Champions	F	10m. 3774	
6809	(June 24)	Diving Cavalcade	F	9m. 3806	
6810	(July 29)	Target Tricksters			
(1954-55) (10)					
7801	(Sept. 16)	Argentine Athletes			
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)					
W-531	(Sept. 5)	Just Ducky (T-J)	F	7m. 3615	
W-532	(Sept. 26)	Half Pint Palomino (BB)	G	7m. 3639	
W-533	(Oct. 17)	Two Little Indians (T-J)	G	7m. 3623	
W-534	(Nov. 21)	Life With Tom (T-J)	G	8m. 3639	
W-535	(Dec. 26)	The Three Little Pups	E	7m. 3646	
W-536	(Jan. 23)	Puppy Tale (T-J)	G	7m. 3657	
W-537	(Jan. 30)	Posse Cat (T-J)	F	7m. 3691	
W-538	(Feb. 20)	Drag-A-Long Droopy	G	8m. 3682	
W-539	(Mar. 20)	The Impossible Possum	F	7m. 3707	
W-540	(Apr. 17)	Hic-Cup Pup (T-J)	F	6m. 3730	
W-541	(May 8)	Billy Boy	E	6m. 3739	
W-542	(May 29)	Little School Mouse (T-J)	F	7m. 3750	
W-543	(June 19)	Sleepytime Squirrel	F	7m. 3798	
W-544	(July 10)	Homesteader Droopy	G	7m. 3758	
W-545	(July 31)	Bird-Brain Bird Dog	F	7m. 3798	
W-546	(Aug. 14)	Baby Butch (T-J)	F	7m. 3798	
(1954-55) (16)					
W-632	(.....)	Mice Follies (T-J)	G	7m. 3831	
W-634	(.....)	Farm of Tomorrow	G	7m. 3831	
W-636	(.....)	Neapolitan Mause (T-J)	G	7m. 3831	
CINEMASCOPE MUSICALS (Technicolor)					
(.....)	(.....)	Overture to the Merry Wives of Windsor	G	8½m. 3673	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(.....)	(.....)	Poet and Peasant	G	9m. 3715	
(.....)	(.....)	The Jubilee Overture	E	9½m. 3767	
(.....)	(.....)	The Thieving Magpie	G	9m. 3806	
(.....)	(.....)	The Strauss Fantasy	G	9m. 3831	
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-511	(Oct. 17)	Seeing Spain	G	8m. 3640	
T-512	(Nov. 28)	In The Valley Of The Rhine	G	9m. 3667	
T-513	(Dec. 26)	Looking at Lisbon	F	9m. 3683	
T-514	(Feb. 13)	Glimpses of Western Germany	F	9m. 3715	
(1954-55) (6) (Reissues)					
T-611	(.....)	Yosemite the Magnificent Grand Canyon, Pride of Creation	E	9m. 3831	
(.....)	(.....)	Picturesque Patzcuaro			
(.....)	(.....)	Glazier Park and Waterton Lakes			
(.....)	(.....)	Mexican Police on Parade			
(.....)	(.....)	Mighty Niagara			
GOLD MEDAL REPRINT CARTOONS (8)					
W-561	(Oct. 3)	Swing Shift Cinderella	G	8m. 3616	
W-562	(Nov. 7)	Springtime for Thomas (T-J)	G	8m. 3622	
W-563	(Dec. 5)	The Bear That Couldn't Sleep	G	9m. 3631	
W-564	(Dec. 19)	Northwest Hounded Police	G	8m. 3666	
W-565	(Jan. 9)	Milky Waif (T-J)	G	7m. 3646	
W-566	(Feb. 6)	Uncle Tom's Cabana	G	8m. 3683	
W-567	(Mar. 6)	Trap Herry (T-J)	G	7m. 3699	
W-568	(Apr. 3)	Solid Serenade (T-J)	F	7m. 3707	
MUSICAL SPECIAL (1) Capriccio Italien					
(.....)	(.....)	Capriccio Italien	G	10m. 3543	
PETE SMITH SPECIALTIES (10)					
S-551	(Sept. 12)	It Would Serve 'Em Right	G	10m. 3623	
S-552	(Oct. 10)	This Is A Living?	G	9m. 3623	
S-553	(Nov. 7)	Landlording It	G	9m. 3623	
S-554	(Dec. 5)	Things We Can Do Without	G	9m. 3639	
S-555	(Jan. 2)	Film Antics	G	8m. 3623	
S-556	(Feb. 6)	Ain't It Aggravatin'	G	8m. 3657	
S-557	(Mar. 13)	Fish Tales (Technicolor)	G	8m. 3715	
S-558	(Apr. 10)	Do Someone a Favor	F	8½m. 3707	
S-559	(May 8)	Out For Fun	G	10m. 3715	
S-560	(June 12)	Safe At Home	G	8m. 3799	
Paramount					
CARTOON CHAMPIONS (6) (Technicolor) (Reissues)					
S14-1	(Oct. 1)	We're In The Honey			
S14-2	(Oct. 1)	Butterscotch and Soda			
S14-3	(Oct. 1)	Sudden Fried Chicken			
S14-4	(Oct. 1)	The Friendly Ghost			
S14-5	(Oct. 1)	The Bored Cuckoo			
S14-6	(Oct. 1)	Santa's Surprise			
CASPER CARTOONS (6) (Technicolor)					
B14-1	(Oct. 15)	Boos and Arrows			
GRANTLAND RICE SPORTLIGHTS (12)					
R14-1	(Oct. 1)	Twin Riding Champs			
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides			
HEADINER CHAMPIONS (6) (Reissues)					
A14-1	(Oct. 1)	Speaking Of Animals and Their Families			
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way			
A14-3	(Oct. 1)	Stork Crazy			
A14-4	(Oct. 1)	The Lonesome Stranger			
A14-5	(Oct. 1)	Calling All Animals			
A14-6	(Oct. 1)	Video Hounds			
PACEMAKERS (6)					
K14-1	(Oct. 2)	Drilling For Girls In Texas			
NOVELTOONS (6) (Technicolor)					
P14-1	(Oct. 29)	Fido Beta Kappa			
RKO					
Three Reel					

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for LEON ERROL REISSUES (6), RAY WHITLEY REISSUES (2), SPECIALS (8), SPORT SPECIALS (2), COLOR SPECIALS (1), TRUE-LIFE ADVENTURES (2), MY PAL REISSUES (2), SCREENLINERS (13), SPORTSCOPES (13), 3-D COLOR SPECIAL, COLOR SPECIAL, WALT DISNEY CARTOONS (18), WALT DISNEY MARQUEE MUSICALS (6).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for MICKEY MOUSE BIRTHDAY CARTOON REISSUES (6), ADVENTURES IN MUSIC CARTOONS (Technicolor), Republic SERIALS (4), THIS WORLD OF OURS (6), Ireland (9m), 20th Century-Fox CINEMASCOPE SPECIALS (Technicolor), SEE IT HAPPEN (6), SPORTS (6), TERRYTOONS (26), TERRYTOON TOPPER REISSUES (10).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for Universal-International Two Reel MUSICAL FEATURETTES (13), 3-D MUSICAL FEATURETTES (1), SPECIALS (3), COLOR PARADES (8), VARIETY VIEWS (8), WALTER LANTZ CARTUNES (13), WOODY WOODPECKER REISSUES (6), Warners Three Reel SPECIAL, Two Reel VISTARAMA SPECIALS, SPECIALS (12), CLASSICS OF THE SCREEN (6).

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
1106	(July 31)	This Was Yesterday.....	E	20m.	3811
2101	(Sept. 25)	Wells Fargo Days			
2102	(Nov. 20)	Camera Hunting			
One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)					
1301	(Sept. 12)	Old Glory	G	7m.	3603
1302	(Oct. 17)	Walky, Talky, Hawky.....	G	7m.	3603
1303	(Nov. 7)	Birth of a Notion	F	7m.	3639
1304	(Nov. 28)	Eager Beaver	F	7m.	3639
1305	(Dec. 26)	Scent-imental Over You.....	G	7m.	3639
1306	(Feb. 6)	Of Fox And Hounds.....	E	7m.	3666
1307	(Feb. 27)	Roughly Squeaking	F	7m.	3666
1308	(Mar. 27)	Hobo Bobo	E	8m.	3699
1309	(Apr. 24)	Gay Anties	F	7m.	3722
1310	(June 5)	The Cat Came Back.....	G	7m.	3747
1311	(July 10)	One Meat Brawl	F	7m.	3766
1812	(July 24)	Along Came Daffy	F	7m.	3783
1313	(Aug. 14)	Mouse Menace	G	7m.	3788
(1954-55)					
2301	(Sept. 11)	Rhapsody In Rivets			
2302	(Oct. 16)	Inki At The Circus.....			
2303	(Nov. 6)	Foxy Duckling			
2304	(Nov. 27)	The Shell-Shocked Egg			
BUGS BUNNY SPECIALS (8) (Technicolor)					
1723	(Oct. 3)	Duck, Rabbit, Duck.....	F	7m.	3615
1724	(Dec. 12)	Robot Rabbit	F	7m.	3639
1725	(Jan. 16)	Captain Hareblower	F	7m.	3666
1726	(Mar. 13)	Bugs and Thugs.....	G	7m.	3747
1727	(May 1)	No Parking Hare.....	F	6 1/2m.	3739
1728	(July 24)	Bewitched Bunny	F	7m.	3812
1729	(June 19)	Devil May Hare	F	7m.	3798
1730	(Aug. 28)	Yankee Doodle Bugs			
(3-D)					
1740	(.....)	Lumber Jack-Rabbit	F	7m.	3622
(1954-55)					
2723	(Nov. 13)	Lumber Jack-Rabbit			
CINEMASCOPE SPECIALS (WarnerColor)					
(.....)	(.....)	Coney Island Holiday.....	G	8m.	3739
(.....)	(.....)	Below the Rio Grande.....	G	10m.	3774
COLOR SPECIALS					
(.....)	(.....)	Aloha Nui (Vistarama)	E	12m.	3624

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
JOE McDOAKES COMEDIES (6)					
1401	(Oct. 31)	So You Think You Can't Sleep	F	10m.	3639
1402	(Dec. 19)	So You Want To Be An Heir	F	10m.	3657
1403	(Jan. 30)	So You're Having Neighbor Trouble	F	11m.	3699
1404	(Mar. 13)	So You Want to Be Your Own Boss	F	8 1/2m.	3707
1405	(May 1)	So You Want to Go to a Night Club	F	10m.	3758
1406	(July 3)	So You Want to Be a Banker	F	10m.	3798
(1954-55)					
2401	(Oct. 30)	So You're Taking In A Roomer			
MELODY MASTER BANDS REISSUES (6)					
1801	(Oct. 3)	Desl Arnaz and Band.....	F	10m.	3603
1802	(Nov. 14)	Hal Kemp and Orch.....	E	10m.	3639
1803	(Jan. 2)	Rhythm of the Rhumba.....	G	9m.	3666
1804	(Feb. 27)	Songs of the Range.....	F	9m.	3699
1805	(Apr. 17)	Jammin' the Blues	E	10m.	3751
1806	(July 3)	Cavalcade of Dance.....	E	10m.	3767
(1954-55)					
2801	(Sept. 4)	Melody Of Youth			
2802	(Oct. 23)	Skinny Ennis and Orch.			
MERRIE MELODIES (22) (Technicolor)					
1701	(Sept. 5)	A Street Cat Named Sylvester	E	6 1/2m.	3603
1702	(Sept. 19)	Zippering Along	F	7m.	3623
1703	(Oct. 17)	Easy Peckin's	F	7m.	3631
1704	(Oct. 31)	Catty Cornered	G	7m.	3646
1705	(Nov. 14)	Of Rice And Hen	G	7m.	3646
1706	(Nov. 28)	Cats A-Weigh	F	7m.	3646
1707	(Dec. 19)	Punch Trunk	G	7m.	3673
1708	(Jan. 2)	Dog Pounded	F	7m.	3699
1709	(Jan. 30)	I Gopher You	G	7m.	3699
1710	(Feb. 13)	Feline Frame-Up	G	6 1/2m.	3699
1711	(Feb. 20)	Wild Wife	F	6 1/2m.	3699
1712	(Feb. 27)	No Barking	F	7m.	3691
1713	(Mar. 27)	Design for Leaving.....	G	7m.	3750
1714	(Mar. 20)	The Cats Bah.....	G	7m.	3758

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
1715	(Apr. 17)	Bell-Hoppy	G	6 1/2m.	3739
1716	(May 8)	Dr. Jerkyll's Hide	F	7m.	3773
1717	(May 22)	Claws For Alarm	F	7m.	3773
1718	(June 5)	Little Boy Boo	G	7m.	3798
1719	(June 26)	Muzzle Tough	F	7m.	3812
1720	(July 10)	The Oily American.....	F	7m.	3812
1721	(Aug. 7)	Satan's Waitin'			
1722	(Aug. 14)	Stop, Look and Hasten			
(1954-55)					
2701	(Sept. 4)	Gone Batty			
2702	(Sept. 18)	Goo Goo Goliath			
2703	(Oct. 2)	By Word Of Mouse			
2704	(Oct. 16)	From A To Z-Z-Z			
2705	(Oct. 30)	Quack Shot			
2706	(Nov. 27)	My Little Duckaroo			
THE SPORTS PARADE (10) (Technicolor)					
1501	(Sept. 19)	Royal Mounties	G	10m.	3631
1502	(Oct. 24)	Sea Sports Of Tahiti.....	G	10m.	3631
1503	(Jan. 16)	Born To Ski	G	10m.	3683
1504	(Dec. 12)	Arabians in the Rockies (Reissue)	G	10m.	3667
1505	(Feb. 20)	When Fish Fight	G	8 1/2m.	3699
1506	(Mar. 20)	Heart of a Champion.....	G	10m.	3751
1507	(Apr. 24)	Carnival in Rio	F	10m.	3758
1508	(June 26)	Off to the Races.....	F	10m.	3774
1509	(Aug. 7)	G. I. Holiday.....	G	10m.	3812
1510	(May 22)	Hunting Dogs at Work.....	F	10m.	3774
(1954-55)					
2501	(Sept. 18)	Circus On Ice			
2502	(Oct. 23)	Hatteras Honkers			
VITAPHONE VARIETIES (7)					
1601	(Sept. 5)	Hit 'Im Again.....	G	10m.	3631
1602	(Oct. 24)	Say It With Spills.....	G	10m.	3646
1603	(Dec. 26)	Magic Movie Moments.....	F	10m.	3691
1604	(Apr. 3)	I Remember When	E	10m.	3751
1605	(May 8)	Thrills From the Past.....	E	10m.	3774
1606	(June 19)	When Sports Were King	G	10m.	3806
1607	(Aug. 28)	Wild Bear Hunt			
(1954-55)					
2601	(Oct. 2)	This Mechanical Age			
2602	(Nov. 13)	Ski Flight			

ALPHABETICAL GUIDE To 40 Features Reviewed Since The Sept. 8, Issue

(This Index covers features reviewed thus far during the 1954-55 season in addition to features of the 1953-54 season reviewed after the issue of Sept. 8, 1954.—Ed.)

B

BALLET CONCERT—55m.—Artkino3829
 BETRAYED—108m.—MGM3824
 BIG CHASE, THE—60m.—Lippert3824
 BLACK EAGLE, THE STORY OF A HORSE—76m.—
 Columbia3821
 BOUNTY HUNTER, THE—79m.—Warners3829
 BRIGADOON—108m.—MGM3825
 BULLET IS WAITING, A—82m.—Columbia3821

C

CAINE MUTINY, THE—125m.—Columbia3821
 CHAMPAGNE SAFARI—60m.—Regstein3829
 CORONER CREEK—90m.—Columbia3822

D

DOWN THREE DARK STREETS—85m.—UA3828
 DRAGNET—89m.—Warners3829
 DUEL IN THE SUN—134m.—Selnick3830

E

EGYPTIAN, THE—140m.—20th-Fox3828
 EVERY GIRL SHOULD BE MARRIED—84m.—RKO3826

F

FORBIDDEN WOMEN—56m.—Bell3830

G

GARDEN OF EDEN—70m.—Excelsior3830
 GUNFIGHTERS—87m.—Columbia3822

H

HANS CHRISTIAN ANDERSEN—111m.—RKO3826
 HELL BELOW ZERO—91m.—Columbia3822
 HUMAN DESIRE—90m.—Columbia3822

I

INDISCRETION OF AN AMERICAN WIFE—63m.—
 Columbia3823

J

JUNGLE MAN-EATERS—68m.—Columbia3823

K

KARAMOJA—60m.—Hallmark3830

L

LAW vs. BILLY THE KID, THE—73m.—Columbia3823

O

ON THE WATERFRONT—108m.—Columbia3823
 OUTLAW STALLION, THE—64m.—Columbia3824

P

PRIVATE HELL 36—81m.—Filmakers3830
 PUSHOVER—88m.—Columbia3824

R

REAR WINDOW—112m.—Paramount3825
 ROGUE COP—92m.—MGM3825

S

SABRINA—113m.—Paramount3826
 SHE WORE A YELLOW RIBBON—103½m.—RKO3827
 SHIELD FOR MURDER—80m.—UA3828
 SUDDENLY—77m.—UA3828
 SUSAN SLEPT HERE—97m.—RKO3827

T

THUNDER PASS—76m.—Lippert3824
 TOBOR THE GREAT—77m.—Republic3827

W

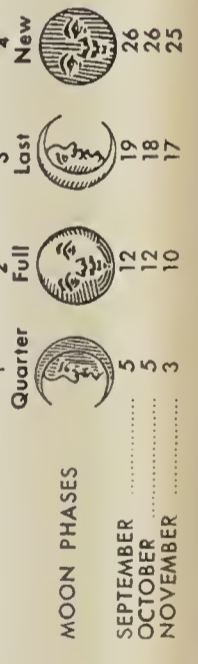
WHITE CHRISTMAS—120m.—Paramount3826
 WINDOW, THE—73m.—RKO3827

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPETT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUGUST Security Risk J. Ireland, D. Malone Killer Leopard J. Sheffield, B. Garland	AUGUST Coroner Creek Gunfighters (Reissues) Pushover F. MacMurray, P. Carey, K. Novak The Law vs. Billy the Kid S. Brady, B. St. John (Technicolor)	AUGUST Thunder Pass D. Clark, D. Patrick, A. Devine Her Twelve Men G. Garson, R. Ryan, (AnascoColor) (Print by Technicolor) Seven Brides For Seven Brothers H. Keel, J. Powell (Cinemascope) (AnascoColor)	AUGUST About Mrs. Leslie S. Booth, R. Ryan, M. Millar Living It Up D. Martin, J. Lewis, J. Leigh (Technicolor) Rear Window J. Stewart, G. Kelly, W. Carey (Technicolor)	AUGUST Make haste To Live D. McGuire, S. McNally, M. Murphy	AUGUST Braken Lance S. Tracy, R. Widmark, K. Jurado, R. Wagner, J. Peters (Cinemascope) (Color by Deluxe) The Raid V. Heflin, A. Bancroft (Technicolor)	AUGUST Magnificent Obsession J. Wyman, R. Hudson, B. Rush (Technicolor) Francis Jains The WACS D. O'Connor, J. Adams C. Wills	AUGUST Crossed Swords E. Flynn, G. Lollobrigida (Pathecolor) (Mahon-Vassarotti) (Made in Italy) Dawn Three Dark Streets B. Crawford, R. Roman (Gardner-Levy) The Diamond Wizard D. O'Keefe, M. Sheridan (Pallos) (English-made) Malta Story A. Guinness, J. Hawkins (De Sarigny) (English-made) Victory at Sea (NBC Film Division) (Documentary)	AUGUST Duel In The Jungle D. Andrews, J. Crain, D. Farrar (Technicolor) (Made in South Africa and England) King Richard And The Crusaders R. Harrison, V. Mayo, L. Harvey, G. Sanders (WarnerColor) (Cinemascope)		
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Bodge W. Morris, B. Garland The Human Jungle G. Merrill, J. Sterling	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technicolor) The Black Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technicolor) Humon Desire G. Ford, G. Grahame, B. Crawford	SEPTEMBER The Unholy Four P. Goddard Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe) Sabrina A. Hepburn, H. Bogart, W. Holden	SEPTEMBER This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color) Every Girl Should Be Married The Window (Reissues) Africa Adventure R. C. Rurak Documentary (Color)	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Color by Deluxe) (Cinemascope) A Woman's World C. Webb, F. MacMurray, J. Allyson (Color by Deluxe) (Cinemascope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Bassler) Khyber Patrol R. Eagan, D. Addams, (Color) (World) The Golden Mistress J. Agar, R. Bowe (Technicolor) (Kay-Rybnick) Jesse James' Women P. Castle, J. Beutel, D. Barry (Technicolor) (Panorama)	SEPTEMBER Down At Sacaro R. Calhoun, P. Laurie, D. Brian (Technicolor) The Block Shield Of Folwarth T. Curtis, J. Leigh (Technicolor) (Cinemascope)	SEPTEMBER Drognet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Dorn, M. Windsor (WarnerColor)		
OCTOBER Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (Made in England) Danger Point M. Stevens, J. Vohs, M. Hyer Target Earth R. Denning, V. Grey, K. Crowley	OCTOBER The Deadly Game L. Bridges, F. Currie, S. Silva (English-made) Life With The Lyons B. Daniels, B. Lyon (English-made)	OCTOBER Rogue Cop R. Taylor, J. Leigh, G. Raft Beau Brummel S. Granger, E. Taylor (Technicolor) (Made in England)	OCTOBER She Wore A Yellow Ribbon (Reissue) Possion C. Wilde, Y. DeCarlo (Technicolor)	OCTOBER The Outcast J. Derek, J. Evans, J. Davis (Trucolor)	OCTOBER Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (Cinemascope) Adventures Of Hajji Baba J. Derek, E. Steward, A. Blake (Color) (Cinemascope)	OCTOBER Naked Alibi G. Grahame, S. Hayden, G. Barry West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank) The Yellow Mountain L. Barker, M. Powers (Technicolor)	OCTOBER A Star Is Born J. Garland, J. Mason, J. Carson (Technicolor) (Cinemascope)			

At the request of a midwestern drive-in owner, MOTION PICTURE EXHIBITOR is adding information concerning phases of the moon to its list of services. Drive-in operators should find it advantageous to book color films during a full moon. The accompanying chart applies to the central time zone, with slight adjustments necessary for east and west.



OBSERVATIONS
 Sept. 28-29—Rosh Hashanah
 Oct. 7—Yom Kippur
 Oct. 12—Columbus Day
 Oct. 31—Hallowe'en

ON NOVEMBER 10th
Columbia again makes
history with the biggest
coast-to-coast booking
of all time! *Be in on it!*



COLUMBIA PICTURES presents
A WARWICK PRODUCTION

ALAN LADD as

Color by
Technicolor

The Black Knight

co-starring **PATRICIA MEDINA** with **PETER CUSHING • ANDRE MORELL • HARRY ANDREWS**

Story and Screen Play by **ALEC COPPEL** Produced by **IRVING ALLEN** and **ALBERT R. BROCCOLI** Directed by **Tay Garnett**

9-120 54
MOTION PICTURE

EXHIBITOR

SEPTEMBER 15, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



Lichtman Against Government Rule

(page 7)

"An Appeal For Sanity"

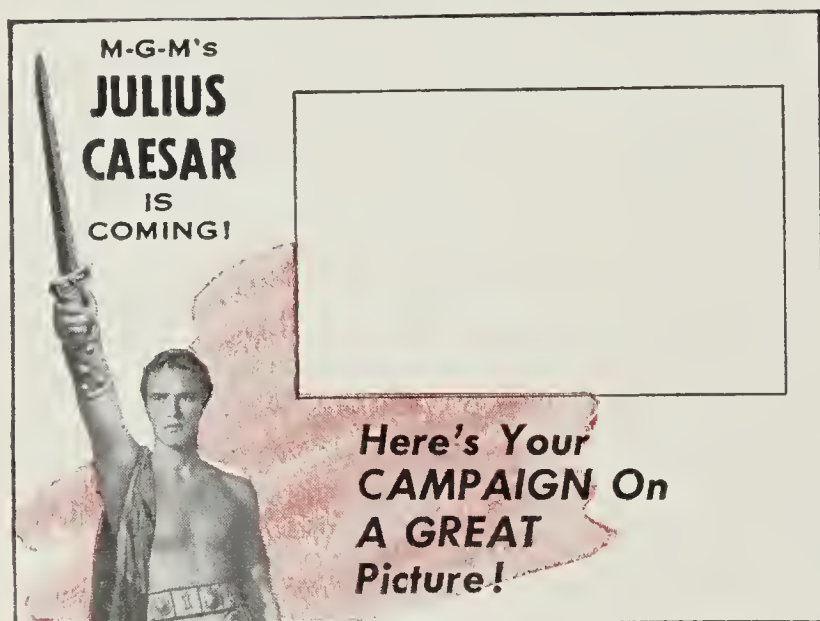
(editorial)

AND FEATURING: PHYSICAL THEATRE

← Wilbur Snaper, National Allied executive, was a prominent member of the committee that met with sales heads and suggested possible government regulation of the industry to curb alleged abuses.

MASS APPEAL!

More Exciting Than A Modern Gangster Picture! Life Magazine says: "As sharp a study of violence and intrigue as any popular melodrama today!"



FLASH! PROMOTION!

1. Contact Women's Clubs, Kiwanis, Rotary, etc. (See Federation of Women's Clubs letter in Press-book). 2. Book windows. 3. M-G-M Record dealer window tie-ups. 4. The Greer Garson recording. 5. How to distribute tabloid newspapers. 6. Library displays. 7. Lobby door panels. 8. Radio commentators. They like to discuss the picture.

HOT TIP! FOR SUBSEQUENT RUNS!

No matter how long "Julius Caesar" ran in its first-run, downtown engagement, there are BIG box-office possibilities left for neighborhood sub-runs. After one year downtown "Julius" did Great business in N. Y. neighborhoods. Ditto other cities. Most of your high-school students are waiting for it in their nearby neighborhood theatre. Go get 'em!

SHARE THE

You can do it too, with

JULIUS

THIS KIT TELLS YOU HOW 800 THEATRES DID IT!

Never have showmen had so complete a campaign based on successful engagements, with proven materials to work with.

CONTENTS

(With actual samples enclosed)

- 1. PRESS BOOK:** The complete record. How to put on your engagement from start to finish. Reproduction of successful campaigns, ads, stories, tie-ups, experience from many cities.
- 2. SPECIAL SCHOOL MATERIALS:** Study Guides educational 1-sheets; captioned 11 x 14 stills; bulletin board placards; student discount coupons (extremely important)
- 3. NEWSPAPERS AND PUBLICITY:** Ad mats publicity mats, everything you need. Actual mats in variety of sizes included in kit.
- 4. LOBBY:** Special, exciting, inexpensive display material.
- 5. COMPLETE PACKAGE:** No guess-work. Tried and proven. It's in the bag when you give it "the Julius Caesar treatment."

SUCCESS!

M-G-M's monumental

CAESAR

LONG-RUN SENSATION!

("R" designates Reserved Seats)


20 weeks ("R") in Los Angeles. 9 weeks ("R") in Boston, Toronto, Chicago. 18 weeks ("R") in San Francisco. 5 weeks ("R") in Cleveland, Cincinnati. In New York—5½ months ("R"), then 6 months "Continuous." Because "Continuous" proved successful in Dayton (held over) and Nashville, new policy started. "Continuous" for 15 weeks Philadelphia and Washington, 8 weeks Detroit. In small towns 2-day runs became 4-day, and 4-day runs became week runs.



STUDENT APPEAL!

The tried and proven success of school tie-ups makes it possible for us to provide you with sure-fire materials to bring out large student trade!

USE THE ACTION ADS!
THEY SELL TICKETS (Sample ad below)



FLAMING PASSIONS AND VIOLENCE IN LUSTY, LAWLESS ROME!

ALL HAIL
M-G-M's
DRAMATIC MASTERPIECE
OF WILLIAM SHAKESPEARE'S

★ **JULIUS** ★
★ **CAESAR** ★

Starring
MARLON BRANDO
as MARK ANTONY
JAMES MASON
as BRUTUS
JOHN GIELGUD
as CASSIUS
LOUIS CALHERN
as JULIUS CAESAR
EDMOND O'BRIEN
as CASCA
and
GREER GARSON
as CALPURNIA
DEBORAH KERR
as PORTIA
AN M-G-M PICTURE

THRILL to traitors and heroes... killings and conspiracies... power and glory of an infamous empire!
Blood-feuds...spectacle...golden-haired beauties in a pagan land!
Ruthless men and their goddess-like women in a sin-swept era!

----- ENJOY THE DRAMATIC HIGHLIGHTS IN THE M-G-M RECORDS ALBUM I -----
Directed by **JOSEPH L. MANKIEWICZ** • Produced by **JOHN HOUSEMAN**

Available Soon...

FREE!

THE CINEMASCOPE PARADE

Color by TECHNICOLOR

Narrated by **DARRYL F. ZANUCK**



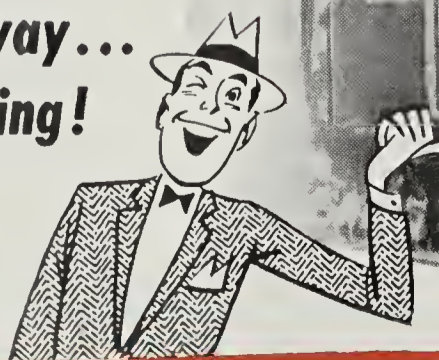
2 reels of great entertainment!

A real novelty your audiences
will enjoy while it pre-sells
the wonderful 20th **CINEMASCOPE** ...
attractions coming to your theatre!

Available in **4-TRACK MAGNETIC STEREOPHONIC SOUND**
and **1-TRACK OPTICAL SOUND**

Get in touch with your branch manager immediately
and **DATE IT NOW!**

**Alert showmen will play it right away...
and keep the boxoffice parade moving!**



"THE EGYPTIAN"
and
THE
CINEMASCOPE
PARADE





AN APPEAL FOR SANITY

FROM EVEN A CASUAL STUDY of the industry news and editorial views as published here and elsewhere, it seems pretty certain that whether you like it or not, this industry is drifting toward government intervention or government supervision of some sort. The resolutions reached at the recent National Allied board meeting, the views of Harry C. Arthur, Jr., Southern California Theatre Owners Association, as covered elsewhere in this issue, the legitimate cries of individual theatremen across the country about artificial print shortages, unreasonable selling terms, and generally dictatorial sales policies relating to admissions prices, preferred playing time, and length of playing time, are all of one piece. No reasonable man can believe that there is this much smoke without the existence of a serious and raging fire.

To all outward appearances unperturbed by both the sight and smell of such smoke, distributors as a class have done little or nothing to mend their fences or to indicate that the future won't increase, rather than diminish, the current tough unyielding squeeze of exhibition.

So, listening to the cries for "the cops," and the appeals for legislation and governmental regulation, one can only hope that should such intervention materialize exhibition won't again win a Pyrrhic victory. Block booking was eliminated by government in all good faith; and it resulted in steeply higher film costs and selling inertia at the theatre level, for so much of the theatreman's time is devoted to purchasing and the resultant terms are so high that there is neither the time, energy, nor the desire to exploit locally. Competitive bidding was dictated by government as the fairest to all; and it resulted in near bankruptcy for most bidders, to the place where even distributors, while learning that it furnished them with a tremendous advantage, worried that it would eliminate their customers of the future. The elimination of distributor controlled circuit competitors was demanded by government as a root of industry evils; but, not only do most of the former circuit owning distributors seem to be shooting for the same earnings without their theatres, but any individual theatre owner admits that the independent circuits which result are just as tough to compete with as their affiliated predecessors.

All of these were victories for the independent ex-

hibitor. But, what victories! We don't think theatremen could stand another victory of this sort.

In view of the above, we don't think that the real brains of National Allied, or Harry C. Arthur, Jr., or the individual theatremen who are crying loudest, actually feel that government intervention or government supervision will produce the perfect solution. Too often have government regulations, and the interpretations of such regulations by the courts, actually backfired on exhibition through their lack of industry knowledge. But there seems to be no other alternative.

It is certainly time for the best brains of exhibition, and most particularly of distribution and of production, to hold an all-industry conference. It is certain that there are some things that we can accomplish by law and there are other things that we cannot accomplish by law or by any of the other processes of government. We cannot legislate intelligence. We cannot legislate morality, goodwill, and a live-and-let-live policy toward one another. No, and we cannot legislate loyalty and cooperation between all industry segments, for this is again a spiritual rather than legislative quality. We cannot produce these things by government decrees, or commissions, or by legal hassles. They are products of the spirit, and of an intra-industry give-and-take that this industry seems to have lost, and must regain.

Intra-industry fights, in the face of the multitude of lesser enterprises which are scrambling for the public's entertainment attention, we can't afford.

Let's get around that conference table with open minds and friendly handshakes, and let's talk it out fairly and honestly. Let's stop the efforts to get the better of one another, and unite in what is best for us all.

Spyros Skouras, Barney Balaban, Nick Schenck, Abe Montague, Harry Warner, Herb Yates, Steve Broidy, Al Daff, Jimmy Grainger, and Arthur Krim: all of you have good brains and proved leadership. Individually and collectively you owe it to this industry to lead it back to sanity and fair play regardless of the natural rivalries between sales heads or producers' representatives. Theatremen will listen to you and will accept your guarantees if you call such a conference.

Speaking for the nearly 10,000 showmen who read and have confidence in MOTION PICTURE EXHIBITOR, we hope you accept our suggestion.

Let's get on with it!

Jay Emanuel

CAN NEWS

(Trade Headlines Of The Issue)

Distribution

Adolph Zukor, Paramount board chairman, and Jerry Pickman, ad chief, hail industry advances and pledge top campaigns for forthcoming product (page 8).

United Artists announces a series of new promotions and appointments in the company's foreign offices (page 12).

Exhibition

New York's exhibitors flock to intervene in action to kill amusement tax as deadline for first tax payment nears (page 7).

Exhibitors to assist again in drive for funds for Korean relief upon the President's request (page 8).

A record number of theatres sign to carry the return heavyweight championship fight (page 12).

International

The Canadian Standards Association names many top industryites to serve on committees relevant to motion pictures; indoor exhibitors up in arms over permission for Sunday drive-in operation; Guatemala reestablishes a tax; and CinemaScope equipped theatres in Japan are estimated at 44 (page 10).

Legal

Gene Autry and Roy Rogers appeal to the Supreme Court lower court decisions allowing Republic to license their films for TV (page 6).

A \$450,000 damage suit filed in Buffalo, with the Schine organization and seven distributors as defendants is settled by an Ohio exhibitor for a reported \$35,000 (page 13).

Legislative

Al Lichtman, 20th-Fox director of distribution, takes a stand against government regulation of the industry, as proposed by National Allied (page 7).

Mel Konecuff

Arthur Krim hosts a UA luncheon for the press, Bob Savini celebrates an anniversary, riot at the Rivoli, and a requiem mass for Joe Priore are discussed (pages 6 and 12).

Organizations

Allied's final committee report sees some hope in the attitudes of MGM, 20th-Fox, and RKO, but is rather biting toward other companies (page 6).

Harry C. Arthur, Jr., in a letter to Allied's Abram Myers, suggests industry regulation by the FTC (page 7).

WOMPI completes plans for its first convention in Dallas to be attended by delegates from New Orleans, Atlanta, and Memphis (page 13).

Production

John Wolfberg gives up his extensive exhibitor interests to take an executive position in the Hal Makelim production organization (page 12).



Seen at a recent cocktail reception in New York City marking the world premiere of Filmmakers' "Private Hell 36," New York Paramount, were, left to right, Ed Gallin, Filmmakers' eastern publicity representative; Mel Konecuff, MOTION PICTURE EXHIBITOR associate editor; and I. H. Levin, president, Filmmakers Releasing Organization.

NEW YORK By Mel Konecuff

ARTHUR KRIM, United Artists' president, hosted a wonderful party at his home on East 61st Street for representatives of the industry trade press, aided and abetted by his associates and partners in the company. We guess it was more or less in the nature of a celebration of the good fortune enjoyed by the company since the present management took over.



KONECOFF
papers. Besides which, it was lots of fun.

ANNIVERSARY NOTE: Bob Savini, president, Astor Pictures, recently celebrated his 50th year in the business and to mark the event some of his friends and associates through the years hosted a luncheon for him. No speeches but plenty of food, drinks, and spirit of good fellowship.

BROADWAY STORY: The other night about 100 standees in the lobby of the Rivoli were impatiently waiting for the show to break, when someone started pushing forward. Under pressure, the tape broke and the crowd began streaming upstairs. Managing director Monty Salmon, a brave man, tried to stop the stampede singlehanded and with a broken finger yet. He was almost trampled and had to take the finger to be X-rayed after order was restored. It was not any the worse for the wear.

The broken finger? Oh, that's another story. But isn't it nice to hear about customers wanting to get into a theatre.

LAST JUNKET NOTE: Fellow employees and friends of Joe Priore gathered

(Continued on page 12)

Latest Bulletins

(Developments At Press Time)

Allied Cites Efforts Of Three Distributors

NEW YORK—National Allied's special committee which visited sales managers last month released its report which formed the basis for the organization's suggestion that exhibitors take their complaints to the government.

The few warm words in the biting report were for 20th-Fox, MGM, and RKO, who indicated policies of possible hardship adjustments in sales terms. It was stated by the Allied committee that the three companies felt that "an exhibitor is entitled to earn a profit as his contribution to the joint enterprise." The Allied group met with Al Lichtman, for 20th-Fox; Charles Reagan, MGM; and Charles Boasberg, then with RKO. Other sales heads were found wanting by the committee. UA's Bernard Kranze is reported by Allied to have pointed out that the company's deals with producers ruled out adjustments, and Paramount and Warners sales heads stated that adjustments would be made only where a loss could be proven, not to afford exhibitors a profit, according to the report.

The report indicated that 20th-Fox, MGM, and Warners were agreed that small theatres accustomed to buy flat could buy CinemaScope films without percentage deals, but reservations were made concerning outstanding pictures.

Rogers, Autry Appeal Sale Of Films To TV

WASHINGTON—Roy Rogers and Gene Autry asked the Supreme Court to prohibit Republic from licensing their old films to TV without their consent. Separate appeals were filed since the District Court had found for Rogers but against Autry, while the Circuit Court ruled against both stars.

Rogers contends that his Republic contract reserved to him all rights for commercial exploitation of his films. The Circuit Court ruled that it applied outside the films but not with the pictures themselves.

Both suits argue that the films indicate that actors endorse sponsoring products, and Autry argues that he does not dispute Republic's right to license the films to TV but to their commercial sponsorship.

"Romeo" Tops Venice Festival

VENICE—"Romeo And Juliet," Italian-British co-production of the Shakespearean tragedy, to be distributed in the U.S. during the Christmas season by UA, won the grand prize at the 15th International Film Festival. "On the Waterfront," Columbia, won one of four second prizes as well as two special consolation awards. Other second place winners were the Italian "La Strada," and Japanese "The Seven Samurai" and "Functionary Sunsho." A special prize was voted to MGM's "Executive Suite."

Lichtman Raps Government Regulation

"Edna" Blows Away Broadway Business

NEW YORK—Despite the presence of a strong lineup of product, most of the Broadway first-runs fell off considerably from the excellent business of the past few weeks. Doubtless, the back to work trek from last week's long Labor Day weekend and other factors, including the excitement caused by Hurricane Edna, were contributing factors.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"PRIVATE HELL 36" (Filmakers). Paramount claimed the second week would tally \$25,000.

"THE EGYPTIAN" (20th-Fox). Roxy reported \$45,104 for Wednesday through Sunday, with the third week expected to reach \$63,000.

"SEVEN BRIDES FOR SEVEN BROTHERS" (MGM). Radio City Music Hall, with stage show, hit \$75,000 for Thursday through Sunday, with the eighth and last week heading toward \$117,000.

"LIVING IT UP" (Paramount). Criterion anticipated the eighth week at \$16,000.

"REAR WINDOW" (Paramount). Rivoli was heading toward a \$33,000 sixth week.

"DUEL IN THE SUN" (SRO). Mayfair reported \$21,000 for the second week.

"THREE HOURS TO KILL" (Columbia). Globe estimated that the second week would tally \$9,500.

"ON THE WATERFRONT" (Columbia). Astor claimed \$43,000 for seventh week.

"DRAGNET" (Warners). Victoria expected the fourth week to go over \$33,000.

"THE CAINE MUTINY" (Columbia). Capitol dropped to \$16,500 on 12th week.

"BETRAYED" (MGM). Loew's State was sure of \$42,000 on the opening week.

Second CinemaScope Free Reel Set

NEW YORK—An early October date was set last week by 20th-Fox for print delivery on "The CinemaScope Parade," the second of two CinemaScope subjects being made available free to exhibitors for general showings to acquaint the public with major innovations effected in the new medium.

"The CinemaScope Parade," a 20-minute subject in two reels, presents highlight scenes from an array of top-budgeted CinemaScope pictures scheduled for release during the last quarter of this year and the first part of 1955. It is available in magnetic and optical sound.

Exhibs Flock To Join Anti-Tax Campaign

NEW YORK—As the deadline for the first payment of the city's five per cent amusement tax approached, it became apparent that the bulk of the area's 400-odd theatres would rally to become intervenors in the Queens Supreme Court action brought by four circuits and seeking to have the tax declared illegal. The theatres also wished to take advantage of the injunction handed down last month by Justice Nicholas M. Pette's prohibiting the city from collecting "breakage" which would bring the levy above the five per cent ceiling set by the state legislation enabling passage of a city amusement levy.

The four plaintiff circuits, Loew's, Brandt, Century, and RKO were expected to intervene for all their theatres since present court action only affects the Queens houses, original plaintiffs.

It was brought emphatically home that the "breakage" involved a sizable sum as Thomas Bress, attorney for Loew's Theatres, Inc., revealed that in six weeks and six days, 45 of the company's theatres collected more than \$125,000 in breakage alone.

Both city and exhibitor attorneys were awaiting a decision from Supreme Court Justice Percy D. Stoddard on motions for summary judgments. His decision could determine the legality of the tax and dispose of the case without necessitating a court trial.

I N D E X

VOLUME 52, NUMBER 20 SEPTEMBER 15, 1954

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Calls For Harmony; States That 20th-Fox Prefers Flat Rentals For Small Grossing Spots

NEW YORK—Al Lichtman, 20th-Fox director of distribution, took an emphatic stand against government regulation as a means of solving problems between exhibitors and distributors last week in a letter sent to Abram F. Myers, National Allied board chairman and general counsel.

Lichtman stated that he did not believe the government or an agency could handle things as well as "sensible businessmen who have been dependent on each other as long as we have and have the long experience." The letter added that former "so called victories" obtained through the courts have possibly done as much harm as good for instigators of the litigation resulting "in divorcement and the elimination of block booking."

Lichtman pointed out that 20th-Fox, while not able to set a sales policy to fit every theatre in the country, strives for "mutuality" in dealings with exhibitors, realizing that both industry groups must make a profit if the business is to survive. The sales head added that, except in small situations, he favored dealing with exhibitors on a sliding scale, but emphasized that sales policies "have not changed basically" since CinemaScope, but are patterned "upon each exhibitor's ability to pay, with a view that both of us shall earn a reasonable profit."

Lichtman told Myers that the health of the industry depended upon the successful operation of both exhibition and production-distribution, plus production of "the kind of pictures the public will support." He asked for industry harmony "with an appreciation of each other's problems."

The letter disclosed that Lichtman told Allied's committee that his company did not bar the sale of CinemaScope films to theatres with small grossing possibilities or small town houses at flat rental. He stated that the company in fact preferred flat rentals because percentage terms entailed preferred playing time, a subject of contention with many exhibitors. It also necessitates checking, Lichtman said, which is done at prohibitive costs.

Concerning questions put to him on the product shortage, Lichtman explained that 20th-Fox cut down on the number of pictures made because "we found that the public is no longer interested in motion pictures in quantity."

Youngstein Heads Fund Drive

NEW YORK—Max E. Youngstein vice-president, United Artists, and vice-president, Cinema Lodge of B'nai B'rith, has been appointed chairman of the Lodge's principal 1954 fund raising project, the sale of 500 contribution share certificates at \$25 per share with one of the purchasers to be awarded a 1954 four-door Cadillac sedan, it was announced last week by Burton E. Robbins, president, Cinema Lodge.

Arthur Asks FTC Control

WASHINGTON—Harry C. Arthur, Jr., board chairman, Southern California Theatre Owners Association, in a letter sent last week to Abram F. Myers, National Allied board chairman and general counsel, called for government regulation by an agency such as the Federal Trade Commission.

Arthur was commenting on Allied's recommendation that legislative relief be sought for objectionable distributor practices. Arthur stated that regulation by such an agency was far superior to "the regulation we are now suffering from the film companies." Arthur's letter suggests that FTC regulation might be the form to do the industry the most good.

According to the letter, one thing the FTC regulation would accomplish would be the prevention of "the unconscionable admission prices for pictures which do nothing except increase the rentals of the distributors."

The letter continues, "It seems to me that the motion picture distributors are ignoring the storm signals and will probably continue to operate in such a high-handed manner that they will eventually have regulation."

Arthur pointed out in the letter that his views reflect the trend of thinking in SCTOA.

Zukor, Pickman Hail Industry Upsurge

NEW YORK—Paramount's three-day sales meeting, called by company executives the most important in recent years, ended last fortnight, highlighted by addresses by Adolph Zukor, board chairman, and Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation.

Zukor told home office executives, division managers, and assistant division managers that the industry has changed its thinking and planning to a point where concepts in vogue only five years ago have become outmoded. He gave as an example the fact that Paramount alone this year "will turn out more big pictures than the entire industry did only a few years back." Zukor added that the merchandising of pictures is also in line with the new policy of producing quality product exclusively.

He credited VistaVision for adding new excitement to motion pictures and stated that selling, exploiting, and publicizing new films are no longer separate operations. Salesmen, he maintained, must because of the tremendous technical advancement of the industry, also be showmen. He emphasized that these "showmen-salesmen" owe it to the industry to work hand in hand with exhibitors, and vice-versa, solving their problems intelligently through mutual understanding.

Pickman told the convention that "White Christmas," first in VistaVision, will be given the biggest advertising and publicity support in the company's 40-year history. He stated that campaigns for this and other upcoming features will match the "quality and bigness" of the attractions. The advertising head detailed promotional campaigns for "Sabrina" and "Country Girl" also. He spoke of the research conducted in setting up campaigns with the greatest possible ticket-selling penetration, covering all ad media and possible coordination between sales and advertising.

Stock Notes

WASHINGTON—Reports made to the Securities and Exchange Commission last week disclosed that George D. Burrows acquired 3,700 shares and Harold Mirisch disposed of 800 shares of Allied Artists stock between July 11 and Aug. 10.

In other transactions, Benjamin F. Giles acquired 800 shares of National Theatres, Inc.; Barney Balaban acquired 800 shares of Paramount; Arthur E. Bell acquired 200 shares, Louis Joffe acquired 400 shares, and Sol A. Schwartz 5,000 shares of RKO Theatres Corporation; and Harry Brandt acquired 1,300 shares of Trans Lux Corporation.

Carroll Elects Kupferman

NEW YORK—Theodore R. Kupferman, vice-president and general counsel, Cinerama Productions Corporation, was elected last week as board chairman, Carroll Pictures, Inc.

Kupferman, former member of the legal department of Warners and the National Broadcasting Company, has just been nominated for the presidency of the Federal Bar Association of New York, New Jersey, and Connecticut.

Kupferman will also act in a consulting capacity to Carroll L. Puciato, president.



Executives of Allied Artists recently held a press conference at "21" in New York City to announce new company plans, and seen at the head table, left to right, are G. Ralph Branton, vice-president; Morey Goldstein, vice-president and general sales manager; William F. (Bill) Rodgers, advisor and consultant to the company; Steve Broidy, president; Walter Mirisch, executive producer; and Edward Morey, vice-president and assistant to the president. Films were discussed.

Exhibitors To Assist Korean Fund Drive

NEW YORK—President Eisenhower last fortnight requested the country's motion picture theatres to conduct another audience collection for the purpose of raising funds to alleviate suffering in Korea; and a large number of exhibitors, including large national circuits, have indicated they will accede to the President's request.

In view of the source of this request practically all exhibitors so far contacted regarding this project have advised that the country's theatres will want to participate if possible. Aside from performing a humanitarian work, COMPO believes the collection will be another proof to the administration of the industry's immense resources for public service.

The date for this audience collection has been tentatively set for the week of Oct. 4.

Meetings of representative theatremen in all exchange areas will be held between Sept. 15-25 with a view to developing ways and means to support this worthy cause. A trailer has been produced carrying a special message from President Eisenhower to patrons of all theatres and special pressbooks will also be mailed. Pledge cards for exhibitors to sign will be ready for the area meetings.

Women's Group To Rate Films

NEW YORK—The National Council of Women of the United States, representing 5,000,000 members, will become the 12th national organization to preview and rate theatrical motion pictures for the film-going guidance of its membership.

The announcement was made jointly last week by Mrs. Robert F. Leyden, president, National Council, and by the Film Estimate Board of National Organizations whose appraisals in "Joint Estimates of Current Entertainment Films" have been published semi-monthly for the past 20 years as a voluntary service.

The National Council's decision to join in the film preview project brings to over 45 million the aggregate membership represented by the organizations which participate in this service.

About People

NEW YORK—Morey R. Goldstein, Allied Artists vice-president and general sales manager, announced last week that Arthur Greenblatt, former Lippert general sales manager, has joined the company as home office special sales representative.

Goldstein also disclosed that Nat Nathanson, Chicago manager, who joined the company two years ago, has been elevated to midwest district manager.

In his position, Greenblatt will supervise the Boston, New Haven, New York, Albany, and Buffalo branches, and will be contact man for some of the important circuits headquartered in New York.

Nathanson's promotion gives him supervision over Chicago, Indianapolis, Des Moines, Omaha, and Milwaukee. He also will retain direct charge of the Chicago branch.

NEW YORK—George Roth announced last week that Munio Podhorzer has become his associate in Atlantic Pictures Corporation. Roth is president of Atlantic, which was formed last June to import and distribute top-quality motion pictures from many countries.

Podhorzer is a specialist in the distribution and handling of German films. His new association does not affect Casino Film Exchange, which he heads and which releases German pictures in this country. He recently announced the formation of United German Film Enterprises which will work towards a wider circulation of German films in the U. S., and will also arrange coproduction deals between German and American interests.

NEW YORK—One of the nation's leading comic artists, Willard Mullin, sports cartoonist for the World-Telegram and Sun for the last 20 years, has been engaged by TOA to prepare special promotional material for its 1954 convention, combined with the TESMA-TEDA-TOA-IPA trade show on Oct. 31 through Nov. 4, Conrad Hilton Hotel, Chicago, Ill.

Mullin is drawing a series of cartoons depicting the convention slogan, "It Is Time For The Grass Roots To Share In The Harvest," and the growth of TOA as a national exhibitor association. The cartoons will be used in convention literature sent to the TOA membership.

HOLLYWOOD—"Ace" Herman was appointed last fortnight to the post of executive assistant to William Broidy, president, William F. Broidy Productions, Inc. He will supervise all phases of production of the company's TV and theatrical properties, first of which will be a Richard Conte starrer for AA release. Herman has served with the company since its formation four years ago in the post of supervising film director.

HOLLYWOOD—Harry Mandell, general sales manager, Filmmakers Releasing Organization, last week announced the appointment of Jack Safer as mid-central sales representative. Safer will headquarter in Indianapolis and also supervise the Cincinnati and Memphis territories.

NEW YORK—Marvin Fish was named traffic manager, advertising department, United Artists, last fortnight. He will also serve as assistant to production manager Nat Lax.

slayer, "Moonfleet," as the eight- | teresting "firsts" for Mr. Lang.

4TH!!! WEEK

The **BIG** thrill is the thrill of seeing **JACK WEBB** on the **WIDE** motion picture screen in the never-told track-down of the Red Spot criminals!



"DRAGNET"

PRESENTED BY WARNER BROS. IN WARNERCOLOR

WITH **BEN ALEXANDER** WRITTEN BY **RICHARD L. BREEN** A MARK VII LTD. PROD. PRODUCED BY **STANLEY MEYER** DIRECTED BY **JACK WEBB**

OPENS 9:45 A.M. **VICTORIA** BROADWAY & 46th St.

According to a spokesman for Mr. Flax, the feature was filmed in Africa anderson, the ememo-

its voice. "We have a very wide screen today," he observed, "but what do you see on it? Roman region of Rome

movie men... excavation of a... dug an en... deep design... ber. In ano... a ramp and... according to... which thousa... the great... al granite que... miles from... gentle limestone... near Cairo, serv... where Hawks... scenes in which... Egyptian natives.

equally mel... cast of... British sta... "Sea," portr... selected a comp... (to America) ... girl, Joan Cr... the leading role... Queen Nellie... who will be... the star of... Theatre... the high priest... Americans in the... Ray Martin, bur... but Hawks di... "Big Sky," and... James Rob... James Haw... actors; Ker... Arabian attack... a young Italian... out the cast... of Hollywood's... saphers, Lee Gar... Harlan, "shar... Hawks should... "Land of the Ph... this month, and... Brothers plan to... in 1955.

with "s... The Hollywood... finished... the most diff... location agree... namely... great...

197 DATES

197 HOLDOVERS!

Just the Facts --and They're Phenomenal! **LABOR DAY WEEKEND GROSSES BIGGEST IN THE ENTIRE HISTORY OF WARNER BROS!**

The International Scene

Canada

Top Industryites Decide Standards

TORONTO—With the constant advances in the motion picture industry, industryites have been asked by the Canadian Standards Association to serve on committees relevant to the industry.

Actually, they are sub-committees of the Canadian Electrical Code, Part I, which was recently reconstituted to bear on motion picture interests. Through the committees there will be free exchange of views to help bring about sounder work.

T. S. Daley, manager, University, Toronto, is to join C. Maybee, General Theatre Supply, Winnipeg, and John Ferguson, Famous Players Winnipeg district supervisor, to serve on a committee dealing with motion picture studios, projection rooms, film exchanges, film vaults for x-ray and photographic film. Chairman of the committee is James S. Bauer, supervisor of electrical equipment and installations for the Canadian Pacific Railway, Toronto.

Other members of this committee include chief inspectors of theatres William J. Brake, Saskatchewan; M. Del Bagio, Winnipeg; and R. Watson of the latter's staff.

J. E. Ritchie, deputy fire marshal, Ontario, is sub-committee chairman of a group concerned with electrical installations in theatres. William Devitt, Odeon Theatres (Canada) Ltd., is the first appointee.

Another committee, on motion picture photography, headed by Gerald Graham, National Film Board, is some years old. Secretary is A. H. Simmons, Gevaert (Canada) Ltd., Ottawa.

Canadian Comment

Irving Stern has been appointed branch manager, Toronto, J. Arthur Rank Film Distributors (Canada) Ltd., by Frank Fisher, general manager. Stern follows Joe McPherson, resigned. He has been with JARO since its inception 10 years ago. . . . Frank Fisher has been appointed a director of both Odeon Theatres (Canada) Ltd. and Odeon Theatres Ltd. He was also made vice-president, J. Arthur Rank Film Distributors (Canada) Ltd. Fisher has been general manager of the distribution companies handling Rank films in Canada. He started in the industry in 1927 in Calgary. . . . Dave Coplan has been appointed managing director, Canadian Film Industries Company, Ltd., as the result of a deal between Arthur Gottlieb and Coplan. Coplan formerly headed his own film exchange in England, and was at one time sales head in Canada for United Artists and Columbia. . . . Sam Lambert takes on the title as head of the 16mm. and TV department, International Film Distributors Ltd. Lambert is to organize branches in every exchange center of Canada. He was formerly sales head of JARO 16mm. . . . Sales staff of Allied Artists of Canada Ltd. include



A typical line at the Cine Roble Cinema, Mexico City, Mexico, is shown above as U-I's "The Glenn Miller Story" recently rolled up the biggest gross of any American picture to play here.

Isadore Shapiro, Gerry Hoyt, Joe Oupcher, Sam Jacobs, Max Shnier, Mike Mandell, Ralph Seligson, Jack Marks, and Lou Segal.

Vaudeville is to be presented one night a week at the Radio City, Toronto, a B and F unit. . . . Mrs. Day Bloom, wife of Sam Bloom, one of the partners in B and F Theatres, Toronto, died in Toronto General Hospital after a long illness. Besides her husband, she is survived by a daughter and a granddaughter. . . . Midnight shows were held generally throughout Toronto over the Labor Day weekend. . . . Tying in with the running of "Fabian Of The Yard" stories in The Telegram newspaper, an English picture compiled from TV films was shown.

Sunday evening drive-in movies in British Columbia have exhibitors up-in-arms. They threaten to open standard theatres and challenge the law. Presently, the ozoners operate under service club sponsorship. One exhibitor, Howard Fletcher claims the houses do a great business Sundays "and we don't do any Mondays." He points out that the government is party to the Sunday shows, with a 10-cent-per-head amusement tax taken. Admission is by a silver collection.

The closer affiliation between the theatres of Canada and the newspapers of the country is being strengthened through the trip to the U.K. by Ken Johnson, columnist of The Telegram, Toronto. He will visit British movie studios, and while away, will make a series of reports on his visits. Before his departure, Johnson asked his readers what they wanted to know about the British film industry. This is the second trip by a Toronto columnist to the film capitals of the world this year. Earlier, Alex Barris, Globe and Mail movie and entertainment columnist, took Hollywood on a two-week sight-seeing journey.

The Telegram has most often tied itself up with the motion-picture industry. One of its major promotions was the seeking of a double for Claire Bloom in connection with the showing of "Innocents In Paris," then it assisted in the promotion of RKO's "Pinocchio."

Drive-in picture in Canada continues to grow. New information from the Saskatchewan Theatres, Cinematographs Branch, and other sources adds seven to the previous total of 216, to bring the grand total in operation in Canada to 223. Six of the newly revealed ozoners are in Saskatchewan, bringing the total in operation in that province to 41. The seventh ozoner, the Lakeshore, Lake Chestermere, near Calgary, Alta., is operated by Paul Hanson. There are now 24 drive-ins under construction, while seven others are planned.

Two promotions on "Man With A Million" received attention in both Toronto and Hamilton. In Toronto, columnist Bruce West did a column on a man with that much money, while in Hamilton, Nicky Langston, manager, Capitol, made a personal appearance on behalf of the film. He took with him entertainment columnist John Robinson to give space in his column in the Hamilton Spectator. Nicky took a \$1,000 bill with him for the stunt, and was dressed in formal attire driving an expensive car.

CINE CHATTER—Famous Players' president John J. Fitzgibbons has come out in favor of a national theatre in Canada, provided it is divorced from any government direction. . . . Fred J. Campbell has purchased the Plaza, Tilbury, Ont. . . . A demonstration of Perspecta Sound was held for industryites at the Uptown, Toronto. . . . After a three weeks' shutdown, the International Cinema, Toronto, has been reopened following a complete renovation job. It is continuing its art film policy. . . . Another house to continue its art film policy is the Century, Ottawa, which has been renamed the Towne Cinema. Its first picture after renovation is Cardinal's "Sheila And The Oracle." . . . International Film Distributors is moving its offices from 175 Bloor Street East, Toronto, to more spacious quarters at 386 Victoria Street. The space was formerly occupied by Dominion Scund Equipment Ltd., who have taken space in north Toronto, where it will occupy an additional 5,000 square feet. . . . The Quebec district of the Canadian Picture Pioneers is holding its first golf tournament at the Lakeshore Golf and Country Club on Sept. 23, near Montreal.

—HARRY ALLEN, JR.

Guatemala

It was learned last week that the junta governing this country has reestablished the two per cent tax on gross admissions in Guatemala City, the capital.

Japan

At least 44 theatres here will be equipped for CinemaScope by November, according to William W. Sullivan, 20th-Fox managing director here. It is anticipated that there will be 50 installations by the end of the year. The majority of the 44 will be equipped with made-in-Japan equipment, including four-track magnetic sound systems from Japan Victor, anamorphic lenses from Nippon Optical, "Miracle" screens from Yanagiya Sound, and projectors from Kamitz.

WEEK OF OCTOBER 4th, 1954



In support of President Dwight D. Eisenhower's spirited appeal to the exhibitors of America to hold a Theatre Audience Collection on behalf of the brave and war-ravaged South Koreans, on or about the week of October 4th, this advertisement is inserted, without charge, as a patriotic and public service by

MOTION PICTURE EXHIBITOR

This Was The Week When . . .

The board of American Broadcasting-Paramount Theatres declared dividends of 25 cents per share on preferred stock and 25 cents per share on common, payable on Oct. 20 to holders of record on Sept. 24. . . . Morey R. Goldstein, Allied Artists vice-president and general sales manager, announced that the company's annual sales convention has been set for Oct. 15 to 17 in Chicago. . . . S. H. Fabian, president, Stanley Warner Corporation, announced the signing of Lowell Thomas to produce "Seven Wonders Of The World" in the Cinerama process.

Jack L. Warner announced completion of a deal with Leland Hayward for the production of Ernest Hemingway's "The Old Man And The Sea," to star Spencer Tracy. . . . Francis M. Winikus, UA national director of advertising, publicity, and exploitation, announced that a starting budget of \$500,000 had been set for the campaign on "The Barefoot Contessa." . . . Joseph Brenner Associates, New York, consummated a deal for the opening of "Angelika," German film, at the 68th Street Playhouse this month. . . . American distribution rights to the Rene Clair film classic, "A Nous, La Liberte," were acquired by Joseph Burstyn, Inc.

Konecuff

(Continued from page 6)

last week at a requiem mass in the St. Elizabeth of Hungary Roman Catholic Church in Manhattan to bid him farewell as he departed on his last junket. The reviewer and reporter on The Film Daily died at the age of 40 following an operation in Lenox Hill Hospital.

Over the years, we and others who review films and who cover stories and industry happenings used to see him almost daily. Under these circumstances you get to know someone pretty well. He was honest, forthright, and well-liked, and he had a yen for junkets anywhere, anytime.

We're sorry to see him go on this one but wish him well. He was a good Joe.

TEST DEPARTMENT: A publicity release tells us that "The Little Kidnappers," a UA release, is one of the least wigglesome movies of the year according to a poll of ends involved in a wiggle test of 53 youngsters by the Motion Picture Association. The youngsters ranging in age from seven to 16 sat through the film without any restlessness.

This was all determined by a graph designed by Mrs. Henry Dawson, chairman of the MPA's National Children's Film Library, to record reactions from seat movements of the youngsters. This is really the end.

THE METROPOLITAN SCENE: One of our secret operatives at the airport reported that when Marilyn Monroe arrived early the other morning, scores and scores of fans waited to greet her to say nothing of a very large battery of press and newsreel photographers. It reminded him of a set-up awaiting the President. As a matter of fact if it weren't so early we would have gone out to see the arrival ourselves. . . . The Broadway Association awarding Spyros P. Skouras and 20th Century-Fox a special citation marking the first anniversary of the launching of CinemaScope. . . . "The Egyptian" has been selected as the "Go See Picture of the Month" for September by the New York Subway System. . . . The Rodgers and Hammerstein sign at Broadway and 45th Street has been leased by Louis de Rochemont Associates from the theatrical producing company for at least until Nov. 1. The purpose is to tell

Wolfberg Joins Makelim

HOLLYWOOD—John Wolfberg, former Denver and Los Angeles circuit operator, last week announced that he had joined the Hal R. Makelim organization. Wolfberg was a National Allied director and a member of the exhibitor committee that helped formulate the Makelim Plan for production.

It is felt that Wolfberg's experience will aid him in heading Makelim's sales activities. He has disposed of his exhibitor interests to devote full time to his new executive duties. He plans to add additional salesmen.

Kingley Colton, assistant to Makelim, is taking over duties of distributor correspondence on "Man Of Conflict," "Stolen Identity," and other features distributed by Makelim and handled formerly by Sam Nathanson, who recently resigned from the Makelim organization.

Skouras, CinemaScope Honored

NEW YORK—Spyros P. Skouras and 20th-Fox were to be honored by the Broadway Association with a special citation marking the first anniversary of the launching of CinemaScope, September 16, it was announced today.

The award, presented by Robert K. Christenberry, president, Broadway Association, reads, "The Broadway Association salutes Spyros P. Skouras and 20th Century-Fox Film Corporation on the first anniversary of CinemaScope, the revolutionary motion picture process which has brought new prosperity to the theatres of New York and the world."

the public that "Martin Luther" is to be released nationally at popular prices. . . . American Magazine is the latest national publication to join the long list plugging "20,000 Leagues Under The Sea" and in the same issue is also a separate plug for "The Vanishing Prairie." . . . Ed Rosenfeld, manager, Trans-Lux 60th Street, thinks the public will get quite a kick out of the works of famed baby fotog Constance Bannister, which are on display in the lobby during the run of the UA release, "Little Kidnappers." . . . That 22-page pressbook on "The Vanishing Prairie" is a good one. . . . "Carmen Jones" in CinemaScope is the next occupant of the Rivoli, following "Rear Window."

"The Vanishing Prairie"

Walt Disney's stirring new True-Life Adventure feature, released through Buena Vista Corporation, adds another crown to the Disney organization. It is a delightful, suspenseful, and fascinating story. The birth of a buffalo, the meeting of the rams on the rocks, all accompanied by wonderful music, must send the public out talking and praising the film in the best terms.

In the many years I have been seeing pictures, this is one of the few I'd like to see again. There should be big money in its exhibition, if it is properly sold. Well done, Mr. Disney.

—JAY EMANUEL.

UA Shuffles Execs In Foreign Branches

NEW YORK—In line with United Artists' policy of expanding and strengthening its sales force throughout the world to give the company's lineup of top product the maximum in distribution opportunities, Arnold M. Picker, vice-president in charge of foreign distribution, last week announced a series of merit promotions and key appointments.

John Neal, with UA in Australia for the past 10 years, has been appointed manager in Thailand, with headquarters in Bangkok. He replaces Harry Wilhoit, resigned.

Neal's successor in Adelaide, Australia, is Ron Jessup, who joined the Australian organization in 1935, as office boy and progressed through the sales ranks to his present post.

H. F. Gribble, formerly branch manager, Auckland, New Zealand, and a veteran of 16 years with the company, has been named acting manager in New Zealand, succeeding Harry S. Withers, resigned.

Ted Rysfeld, formerly manager in Trinidad, has been transferred to Hong Kong in a similar capacity, succeeding Arthur Solmson, resigned.

William Korenbrot has been appointed manager in Trinidad. He formerly served as sales representative with Warners, MGM, and Film Classics in Panama.

Leon Feldun, formerly manager, Puerto Rico, has been assigned temporarily to the home office foreign sales staff. His successor is Sam Jones, a newcomer to UA, with a broad background of experience in the foreign market.

In addition to these executive appointments, Picker announced that Morton Raven and John Stephens, two "trainees," have been given overseas training assignment to gain on-the-spot experience. Raven has been sent to the company's office in Sydney, Australia, and Stephens will work out of the UA branch in Santiago, Chile.

Record Seen For TV Fight

NEW YORK—More than 70 theatres are expected to participate in the closed circuit telecast of the return heavyweight championship fight between Rocky Marciano and Ezzard Charles tonight (Sept. 15). This will top the previous record of 61 houses on the first bout.

Miscellaneous

In The Newsreels

MOVIE TONE NEWS (Vol. 37, No. 74) Fraser, Colo.: President Eisenhower host to Herbert Hoover at vacation site. Washington: S. P. Collins named new commander of American Legion. Germany: Blind woman sees after 23 years. Niagara Falls, N. Y.: New look given the falls. Italy: Undersea grotto in Mediterranean becomes a shrine. Connecticut: First all-jet helicopter sets speed mark. Belgium: British jumpers win meet. Florida: School for mermaids. South Bend, Ind.: Notre Dame grid preview.

NEWS OF THE DAY (Vol. XXVI, No. 204) Foramsa: U. S. fleet on guard. Washington: Madame Chiang Kai-Shek addresses American Legion convention. Fraser, Colo.: President Eisenhower host to Herbert Hoover at vacation site. India: Locust plague. Italy: Undersea grotto in Mediterranean becomes a shrine. Austrian Alps: Rescue dog trains at parachuting. Connecticut: First all-jet helicopter sets speed mark. Football: Maryland, UCLA, and Notre Dame in training.

PARAMOUNT NEWS (No. 7) Washington: S. P. Collins named new commander of American Legion. Fraser, Colo.: President Eisenhower host to Herbert Hoover at vacation site. Korea and Japan: Departure of U. S. units. Brooklyn, N. Y.: Iwo Jima sculpture completed. Austrian Alps: Rescue dog trains at parachuting. South Bend, Ind.: Notre Dame grid preview.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 602) Idaho: Most powerful atomic test reactor. Connecticut: First all-jet helicopter sets speed mark. Germany: Buffalo calf is GI mascot. Universal City, Cal.: Stars show "Black Shield Of Falworth" fashions. South Bend, Ind.: Notre Dame grid preview. Austria: Shooting the rapids on River Enns.

WARNER PATHE NEWS (Vol. 26, No. 9) Fraser, Colo.: President Eisenhower host to Herbert Hoover at vacation site. Korea and Japan: Departure of U. S. units. Connecticut: First all-jet helicopter sets speed mark. New York: Fashions for little ladies. Austrian Alps: Rescue dog trains at parachuting. Switzerland: Bannister, Russian star in Europe games at Bern. Germany: Dirt track speed classic in Berlin.

IN ALL FIVE:

Washington, D. C.: Legionnaires parade. Atlantic City, N. J.: Ice Capades previewed.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 73) Atlantic Coast: Hurricane. Bering Sea: Northwest Passage sailed by icebreaker. Evanston, Ill.: Council of Churches. Indo-China: Communist boss Ho Chi-Minh. Off California Coast: La Jolla rough water swim.

NEWS OF THE DAY (Vol. XXVI, No. 203) Atlantic Coast: Hurricane. Washington, D. C.: New McCarthy probe opens. Bering Sea: Northwest Passage sailed by icebreaker. Germany: The Stalhelm hold memorial service in the Ruhr. Off California Coast: La Jolla rough water swim.

PARAMOUNT NEWS (No. 6) Washington, D. C.: New McCarthy probe opens. Silver Springs, Fla.: Wrestling snakes. Park Ridge, N. J.: Plane spotting marathon.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol.



"Toast Of The Town" emcee Ed Sullivan and 20th-Fox production chief Darryl Zanuck are seen making plans for the "Darryl Zanuck Story" presented on "Toast" on September 12 and 19.

WOMPI Convention Set

DALLAS—The local chapter of the Women of the Motion Picture Industry, headed by Maxine Adams, Frontier Theatres, will be host to delegates from chapters in New Orleans, Atlanta, and Memphis at a convention scheduled for Sept. 17-19.

27, No. 601) Atlantic Coast: Hurricane. Bering Sea: Northwest Passage sailed by icebreaker. Washington, D. C.: New McCarthy probe opens. Los Angeles: Locomotives for Korea. Holland: Hot rod kiddy cars.

WARNER PATHE NEWS (Vol. 26, No. 8) Atlantic Coast: Hurricane. Bering Sea: Northwest Passage sailed by icebreaker. Washington, D. C.: New McCarthy probe opens. England: Cold can't chill New Brighton beauty.

Schine Suit Settled By Ohio Plaintiff

BUFFALO—It was learned last week that a \$450,000 damage suit in Federal Court against five corporations of the Schine Circuit and seven of the eight major film companies had been settled for a reported \$35,000.

The suit was filed by Carl B. Moore, owner, Ohio, Van Wert, O., who charged that defendants conspired to deprive his theatre of product in favor of two Schine theatres in Van Wert.

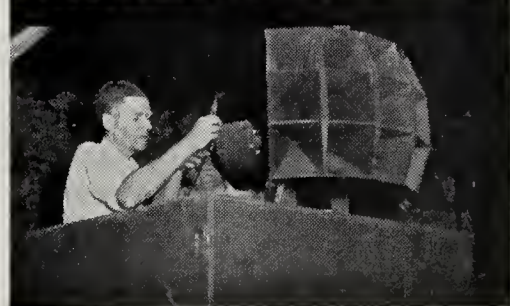
A stipulation discontinuing the action was approved by Federal Judge John Knight. Counsel for the plaintiff said a settlement had been reached and the defendants agreed to pay damages; but the amount of settlement was not disclosed.

Moore's suit was one of several filed against Schine interests throughout the country under the anti-trust laws. Also pending against the Schine interests are criminal and civil contempt charges lodged by the Federal Government, which accuse Schine of violating terms of a judgment handed down here by Judge Knight in an anti-trust action.

Moore's action named as defendants the Schine Theatrical Company, Inc., Schine Chain Theatres, Inc., Schine Circuit, Inc., Schine Enterprises, Inc., and Schine-Lexington Corporation, all New York corporations. Other defendants were Paramount Film Distributing Corporation, 20th-Fox, Warners, RKO, Loew's, Inc., and United Artists.



MEN AT WORK



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Hollywood stars, combined with the excitement of the days when Sioux warriors battled the United States Cavalry recently thrilled 100,000 people at Rapid City, S. D., for the world premiere of UA's "Sitting Bull" which highlighted a three-day Black Hills Range Days celebration. From left to right are shown crowds watching the parade on the way to the theatre; Mary Murphy; producer W. R. Frank; Dale Robertson; J. Carrol Naish; UA

vice-president William J. Heineman; and Elks manager Richard Klein at the Rapid City Fair Grounds; Governor Sigurd Anderson of South Dakota and P. E. Feucht, president, Chicago and Northwestern Railroad, "captured" by Sioux Indians in full regalia; and Governor Anderson addressing the crowd from a platform in a roped-off square in front of the theatre. The CinemaScope western attracted record breaking crowds for its run.

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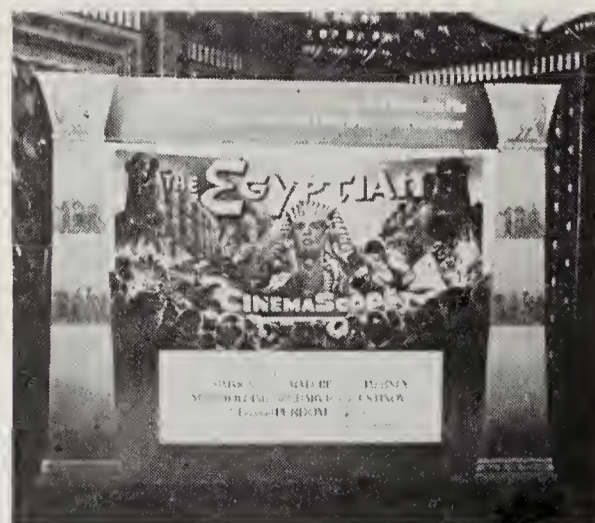
Shakespeare Is Fashionable

NEW YORK—Frances Beck was appointed last week by Francis M. Winikus, United Artists' national director of advertising, publicity, and exploitation, to handle fashion promotions in the long-range advance campaign for "Romeo And Juliet," the million-dollar Technicolor film version of Shakespeare's great love story.

Miss Beck, a veteran film publicist, will develop the fashion tie-up campaign for "Romeo And Juliet" with department stores, specialty shops, perfumers, jewelers, florists, milliners, shoe stores, and manufacturers' associations.

Parade Aids "Conqueror"

NEW YORK—Walter Branson, RKO world-wide general sales manager, has sent to more than 600 leading exhibitors and circuit executives copies of the Aug. 29 issue of Parade, in which "The Conqueror" is the subject of the color cover and a two-page spread inside. An accompanying letter by Branson points out that the Sunday magazine supplement is carried by 46 large-city newspapers with an estimated readership of 19,077,864.



This handsome display on 20th-Fox's "The Egyptian," currently on view at the 20th-Fox New York exchange, is one which exhibitors can adapt for lobby displays of their own. The display points up the lavishness and spectacular elements of the film which opened at the Roxy.

Top Magazines Hop On "Sabrina's" Wagon

NEW YORK—Paramount's vigorous magazine campaign on "Sabrina," designed to draw maximum attention to the Billy Wilder production starring Academy Award winners Humphrey Bogart, Audrey Hepburn, and William Holden, is reflected in this month's issues of big-readership publications.

The American Weekly, nationally-distributed Hearst Sunday supplement, carried a two-part feature by Anita Loos on Audrey Hepburn, with emphasis on her "Sabrina" role.

Coronet Magazine and Seventeen Magazine in their September issues gave special attention to "Sabrina." Coronet designated the Wilder production as "the month's best." Seventeen, devoting a page to the romantic comedy, gave it the "picture of the month" citation.

The September issue of Women's Home Companion singled out "Sabrina" for full-page attention in text and photos, and similar treatment was given to the picture by Family Circle Magazine. Cosmopolitan cited "Sabrina" as the "best comedy" of the month in a top attention feature.

Contest Spurs "Susan"

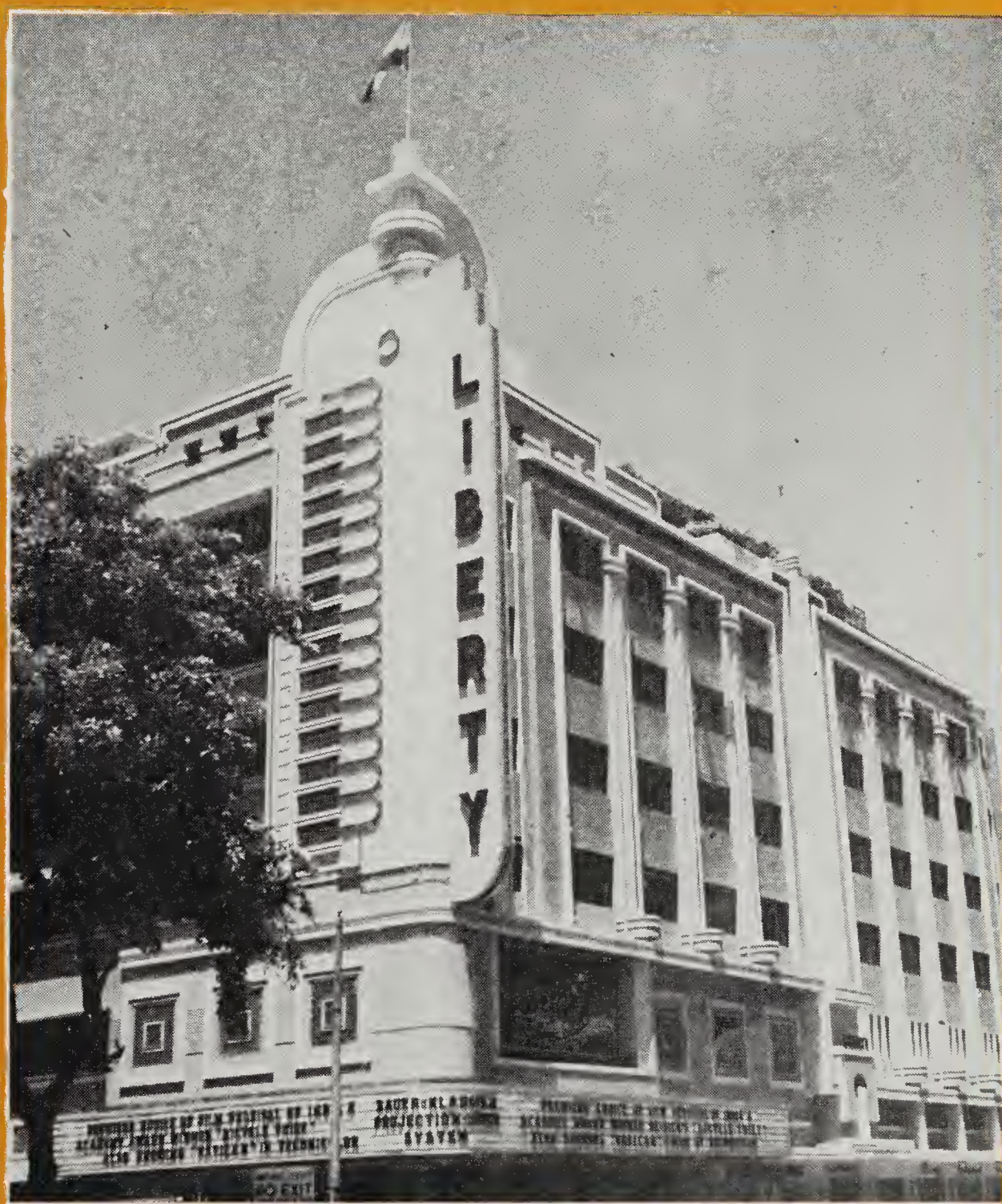
WASHINGTON—The Washington Daily News ran the "Susan Slept Here" dialogue contest last fortnight for a full week in advance of the engagement of the Technicolor comedy at the Ontario. Each day a different scene from the RKO production, with cartoon-type balloons coming from the actors' mouths, was run by the paper with complete credits for the picture and theatre. The one writing the best dialogue for the entire series of stills was awarded a free seven-day vacation to Miami Beach. Top prize, which also included meals and transportation, was promoted through a local travel agency. Additional prizes were a Zenith table model radio, a \$15 certificate for a local record store, and 50 pairs of passes to the Ontario.

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PHYSICAL THEATRE



The Liberty Cinema is considered to be one of the finest theatres in India, and the first Indian movie theatre to be fully air-conditioned. The modern curving lines of the Liberty's exterior attract patrons.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 9, No. 10 September 15, 1954

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***An Efficient, Dependable Power Supply
for Your Projection Arcs***

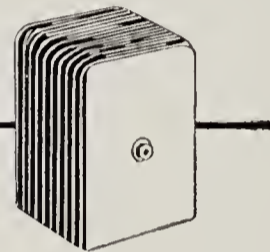
NATIONAL RECTIFIERS

There's a National Rectifier designed to match the requirements of every type and rating of angle trim or coaxial trim projection arc lamp. All are built in single lamp units for flexibility of electrical connection.

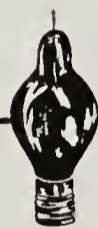
Power output adjustment to the arc, over a wide range of values while the arc is burning, is by means of an external, manually operated hand wheel on the front. Transformer taps are provided to compensate for changes in line voltages from 200 to 250 volts and the complete amperage range.

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Six models, for use with high intensity arcs for either three-phase or single-phase operation on 230-volt, 60-cycle power service. Amperage ratings: 40, 50, 60-70, 70-85, 75-90. The housing assures ample draft through the transformer assembly and past the rectifier tubes to maintain low operating temperatures.

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LAYING IT

On The Line

Proper Grooming

Pick up any trade paper and you will find facts and figures eloquently telling of the record, and near-record grosses being rung up in city after city by the flow of fine productions which have been coming in a refreshing stream from Hollywood. For the first time in many years there are pictures on the market which have the entertainment qualities necessary to darken home television sets long enough to get the public back into our theatres. This is a situation which exhibitors have long been awaiting, and yet there are some who still seem determined to have their theatres converted into super markets.

We recently visited a neighborhood house to see one of the better new productions. However, the edge was taken off our enthusiasm the moment we passed the boxoffice. The ticket-taker was dressed in a shabby sweater, the carpet in the lobby was faded and worn, and the walls cried out for a new coat of paint. Once inside the auditorium we found many of the aisle light fixtures in need of new bulbs—which made the finding of a seat a major problem—and once seated we found ourselves cramped into tightly spaced and uncomfortable chairs.

In the face of all these obstacles, it is fairly obvious that we did not get the degree of entertainment or enjoyment which we had expected, despite the fact that the film lived up to its notices and was shown on a fine wide-screen, with apparently good projection equipment. As a matter of fact, the excellence of film presentation only helped to underscore the shabbiness of the surroundings.

Now here was an exhibitor who had apparently gone to great expense to bring his patrons the latest in sound and projection techniques, but completely ignored the fact that the rest of his theatre was 20 years behind the times.

The operation of a modern theatre involves much more than the mere presentation of good films with good equipment. It is a complete task that encompasses the entire building.

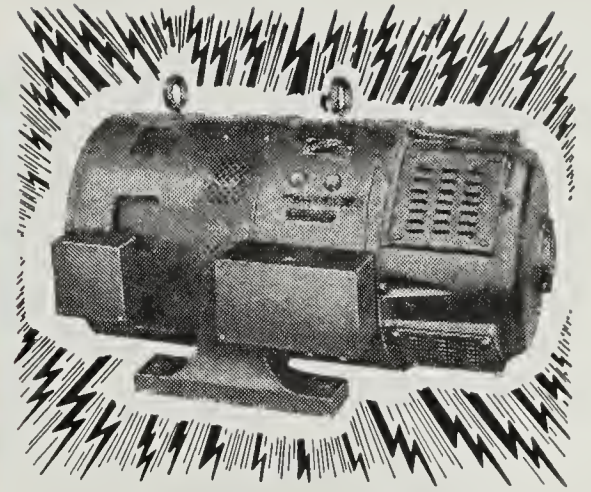
With the technological advances of the past two years finally proving their permanent value, and with the production centers combining these new tools with fine scripts and casts, it is almost mandatory that the theatre which hasn't had the smell of fresh paint in the past 10 or 15 years, be appropriately dressed for the prosperous new era which the entire industry appears to be entering.

Audiences, as a result of the many new products which have become a part of modern living, are acutely aware of their surroundings. They expect bright, cheerful exteriors and interiors, and resent the old houses which still carry echoes of early "talkies."

Nostalgia is a wonderful and moving thing, but audiences like to see it on the screen, not on the walls.

Remodel your theatre today so that you may reap the harvests of tomorrow.

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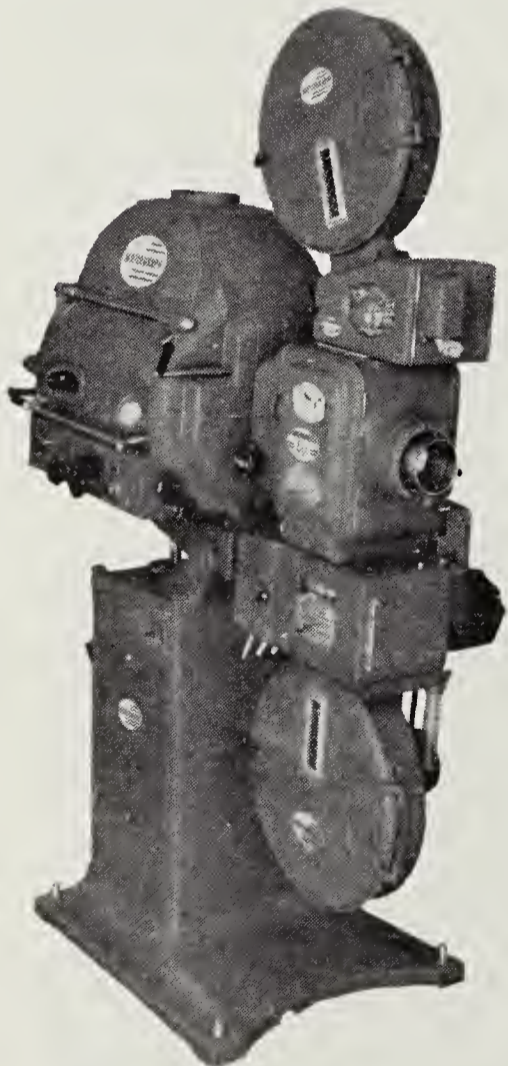
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- ★ A rock-steady, clearly-defined picture.
- ★ Maximum screen illumination without flicker or travel ghost.
- ★ Gears run on lubricated-for-life, double-row ball bearings. Smooth, silent, cool operation. Unbelievable resistance to wear.
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No other projector affords so many exclusive features. Motiograph projectors have a reputation for lasting practically forever, assuring lowest maintenance cost. For perfection in projection you must have Motiograph—the finest projector in history.

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Some Important Considerations To Be Studied When

Remodeling The Auditorium

THE heart of any motion picture theatre is naturally the auditorium. Although there are many other portions of the building that are important, it is the auditorium in which the customer spends most of his time. It would, therefore, follow that in any remodeling plan this area be given prime consideration.

A careful examination of the local building code should be made before any contracts are signed, or work begun. It is quite possible that when the theatre was originally constructed many of the ordinances presently in effect were not yet on the books. Since very few of these building code regulations are retroactive, the exhibitor did not have to make any changes, if his theatre was constructed prior to their passage. However, when a major remodeling job is undertaken these rules must be considered.

Investigation might disclose that it will be necessary to widen spacing between seats, increase the size and the number of fire exits, lower seating capacity in order to obey the law, etc. To ignore these things might result in a fine, and the expense of making the required changes after the remodeling job has been completed.

Floors

If new seating is contemplated, it is very likely that the floors will have to be renewed, regardless of whether or not they are wood or concrete. It will usually be found that old concrete floors were drilled with holes for previous reseatings,

and the floors will be chipped and cracked.

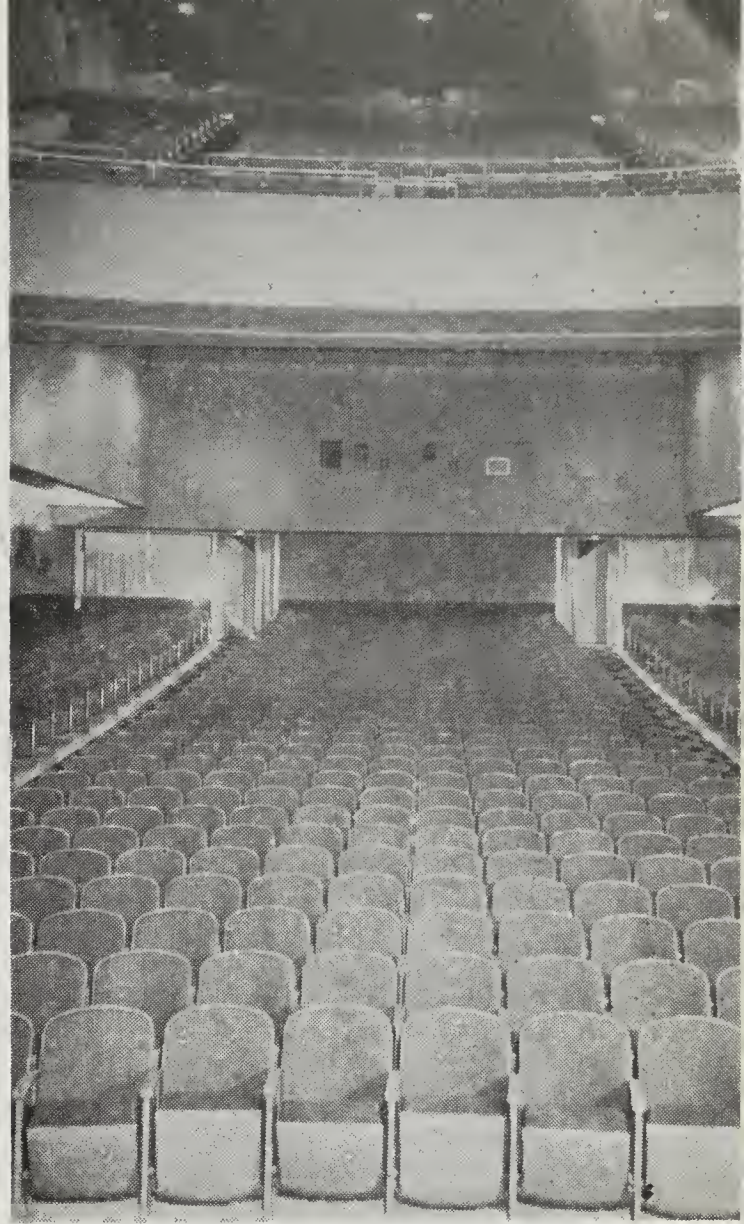
By installing a new floor, the opportunity to eliminate ancient heating pipes set under the floor often will be afforded. If the pipes were laid originally without any kind of protection, it will generally be discovered that advanced deterioration has developed over the years. If it is found necessary to replace these pipes in about the same position, a trench large enough for easy access should be dug to contain them. This trench has further use in recirculating air in the auditorium, in conjunction with the air conditioning system. Furthermore, installation of new floor offers the opportunity to lay conduit and wire for aisle lights to the location of the seat ends. New aisle lighting will have to be provided with any new seating plan.

PHYSICAL THEATRE

Vol. 9, No. 10 September 15, 1954

New Seating

Installation of new seating will be called for in most renovation projects, and will often provide an opportunity to improve the existing seating arrangement. If the present seat spacing is less than 32

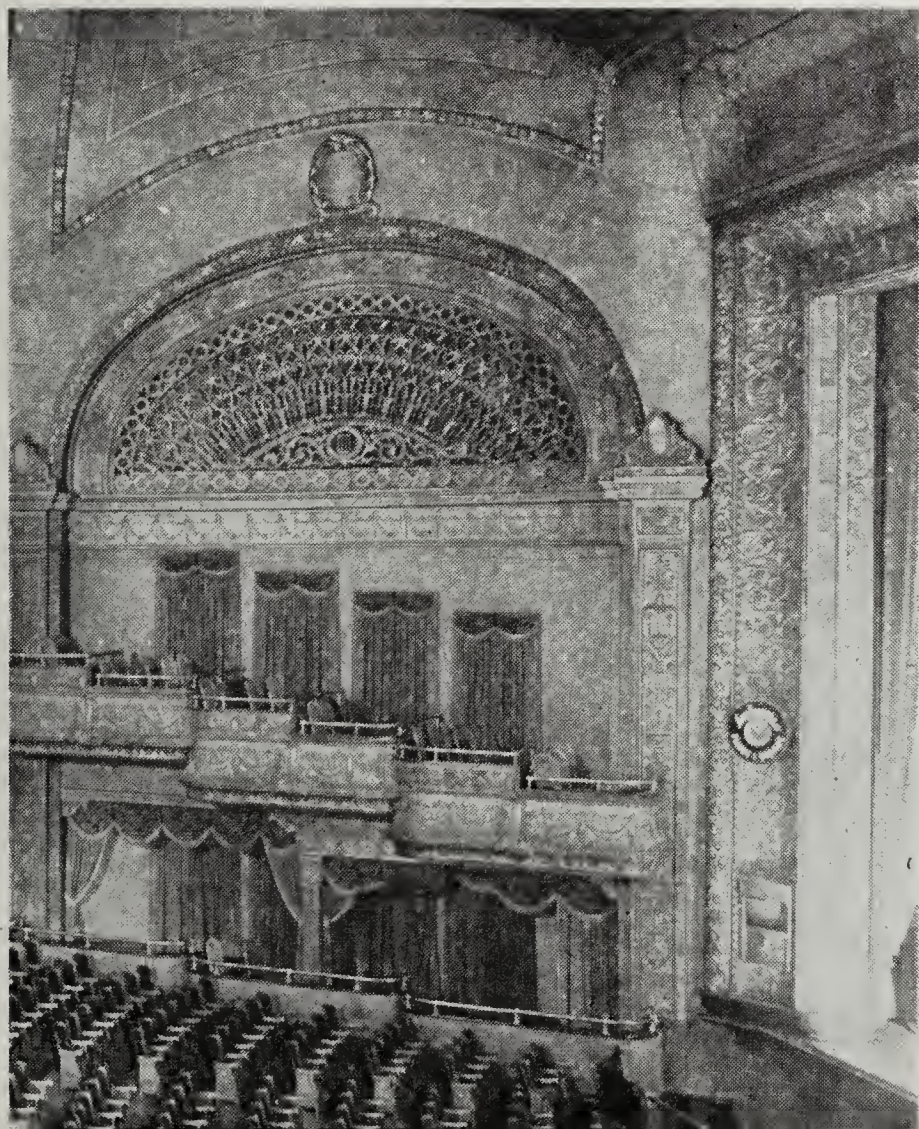


inches from back-to-back, and no change is contemplated, the back of the new seats should be of the type which will take up as little space as possible, and still provide a satisfactory degree of comfort.

Where existing conditions do not permit wider spacing, the use of the retractable type of chair should be considered. These are in the deluxe class, and are usually available only with upholstered backs.

While a considerable variation in the price of seats can result from various combinations of seats, back, and fabrics, the make-up of the various components

Installation of new seating in the auditorium, such as that done in the Harber, Oklahoma City (above), is usually one of the most important



features of a remodeling job. Seen below are interesting before (left) and after (right) views of the Elmira, Elmira, N. Y., after extensive remodeling.





This Relax/Recliner chair made by the Heywood-Wakefield people offers luxury seating comfort.



Another example of a fine theatre seat is the RCA International Chair that is pictured here.

should be investigated before deciding from price alone that one seat combination might be the best buy. The manufacturer's representative will supply some helpful advice in the wise selection of seat components.

Other parts which make up the conventional theatre chair are the end standards, arm rests, and intermediate standards. Standards are generally designed the same for all types of each manufacturer's seats. Arm rests range in type from plain wooden rests, the least expensive, to upholstered with plain or latex padding, the more expensive and luxurious.

Aisle light fixtures come with some makes of chairs without additional cost, and are available at extra cost with other makes.

Seat standards are available in varying lengths to coincide with the slope of the orchestra floor. Front legs of the standard never vary; the rear standard leg is shortened or lengthened to make the necessary accommodation to the slope of the floor.

Where second-hand seats are installed, chances are that the standards will not have the proper slopes for the floor on which they are to be reinstalled. Steel washers can be used as shims in these cases to bring either the front or rear leg of the standard to a plumb position

when fastened to the floor permanently.

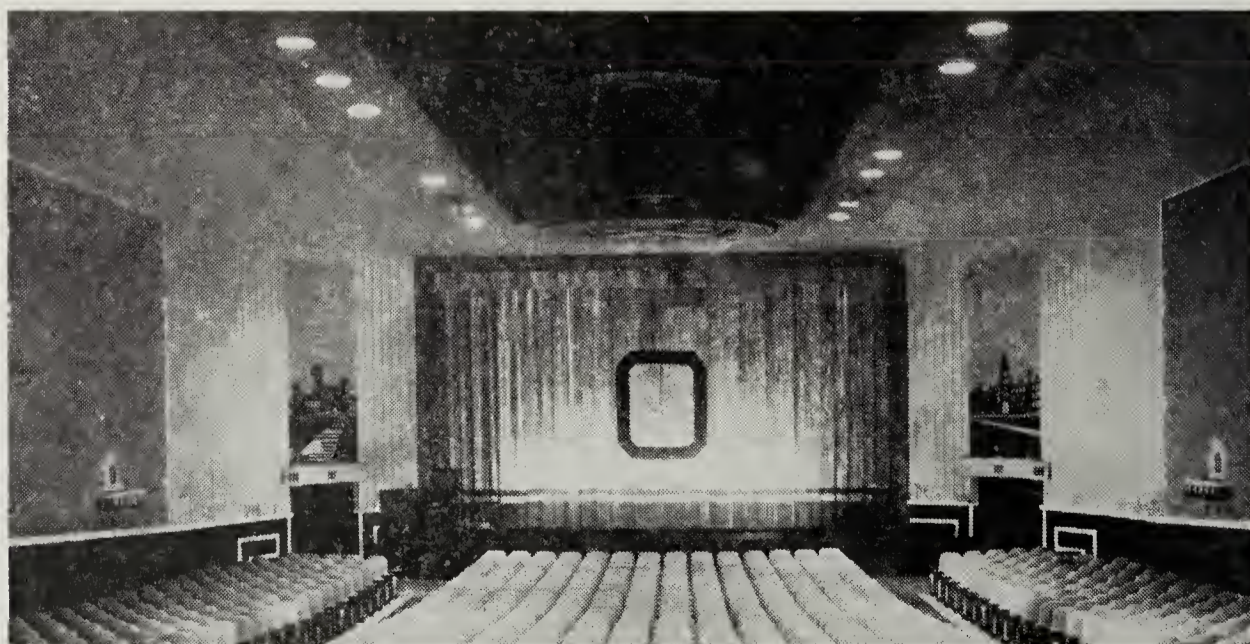
If seats originally used in the orchestra are to be used in the balcony or mezzanine, where the individual steppings will be level, the need for steel washers will be especially evident. Also, it may be necessary to adjust the slope of the seat back to a more vertical position for extra comfort, and extra spacing if the balcony has steppings of more than 12 inches in height. In this particular type of installation, mechanics who specialize in balcony seating will most satisfactorily complete the job.

Carpet

In order to get the maximum amount of wear out of carpeting, there are a few rules to be observed. Spaces to be covered should be accurately measured, and the carpet sewed to the approximate pattern of the floor in the carpet workroom in sections as large as can be conveniently handled, thereby reducing the amount of hand sewing required on the job.

Seams should be avoided at points which will receive especially hard wear, such as at the heads of aisles, and stair landings. In laying out carpet for the standee space and the aisles, widths should run parallel with the aisles, and should be continuous from the start of the aisle at the stage to the rear wall of

(Continued on page PT-8)



On the left are three carpet designs from Alexander Smith, which were especially created for theatre use. The University, Columbus, O., has an auditorium (above) which is comfortable and pleases the eye.

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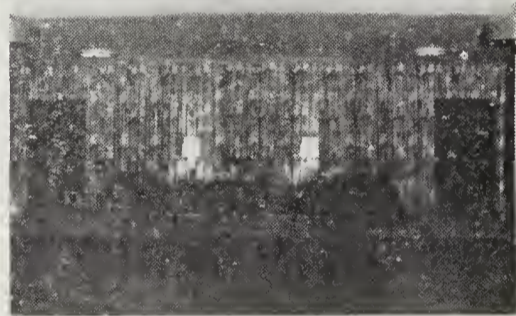
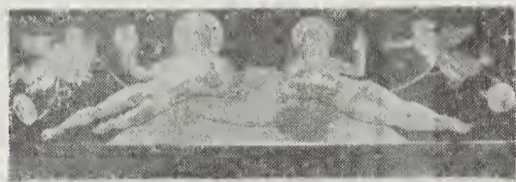
CITY AND STATE

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A Model Theatre Remodeling Job



A fine example of a complete theatre remodeling job is the Centre, Baltimore, Md., which has been renamed the Film Centre. The lobby (below, left) features a striking mural. An added feature is serving of free coffee (below, right) in lobby.



Remodeling The Auditorium

(Continued from page PT-6)

the standee space or foyer behind the last row of seats. While this arrangement may be difficult to achieve in some cases, it will result in the saving of many hours required to repair and re-lay carpet at these points of heavy traffic.

Forty-eight ounce hair felt lining should be used under carpeting to compensate for any uneven or rough spots on the floor, to produce a luxurious resiliency underfoot, and to protect the carpet from excessive wear on both sides.

If carpet strips have not been installed in concrete floors, holes for wooden plugs will have to be drilled approximately every six inches around the perimeter of the auditorium, and at other points where tacking may be necessary. Carpet should be turned under when tacked, with the exception of the selvage edge. During the tacking, carpet must be tightly stretched and laid over, or later difficulties will arise.

Acoustical Treatment

The side walls of the auditorium will have to be acoustically treated, in all

probability. If no structural alterations are required, and plaster ornamentation is in good repair, it is wisest to develop a scheme of painted decoration. The old colors may be discarded, and the ornamentation can be subdued.

Most auditorium walls, are divided into panels by the masonry or steel supports for the roof, with some plaster or wooden mouldings forming borders. With these borders removed, the entire wall surface between the plasters and above the wainscot may be painted. If additional acoustical treatment is required, fabric may be stretched over the walls.

Extreme care should be exercised in the selection of paint to cover acoustical plaster, and in its application. Only a type of paint which is specifically recommended by the manufacturer of the acoustical treatment should be used. Generally, this will be a cold water non-bridging paint.

Installation of a feature panel, lighted dimly by concealed fixtures, serves well to break up the monotony of a plain side wall treatment. Another possibility in creating an interesting decorative effect is the use of special paint which glows under infra red or black light. Most

theatre supply houses carry this paint, and the required light fixtures for mounting on the ceiling or in concealed spots.

In addition to the walls, it will be necessary to acoustically treat any surfaces on which sound waves may impinge, such as the face of the projection booth, the balcony, and the soffit of the mezzanine or balcony.

Too much absorption of sound is almost as bad as too little, and when a "dead" house results from high sound absorption amplification has to be increased and sound fidelity is sacrificed.

It is recommended that the auditorium be checked by an acoustical engineer before any changes are made in the auditorium which will result in altered acoustics. This is of particular importance if stereophonic sound equipment is being installed.

Lighting

Auditorium lighting is of two general types; intermission and projection period lighting. Lighting during the intermission period can be either of the direct, indirect or concealed type, and should be bright and cheerful. As it is used for only short periods, efficiency is not particularly important in this type of illumination; its purpose is mainly to create mood or atmosphere.

An efficient method of intermission lighting is the use of flood or spot lamps of the inside reflector type to bathe the screen end of the auditorium in a flood of light. When the stage or screen platform thus becomes the focal point of the house, it becomes more important that it be decorated in an especially attractive manner.

Projection period lighting should be only of the concealed or indirect type, with the former type preferred as indirect lighting consumes a great deal of current, and presents a maintenance problem because of the accumulation of dust in the light coves. Highly adaptable for use during the projection period is the downlight fixture which may be either completely or partially concealed in the ceiling where necessary. The feature of the downlight is that the light source is not visible. Exposed light sources, whether they are covered with diffusing materials, should be eliminated from the walls of the auditorium, if they are lighted when the show is on. A common annoyance in many old theatres is the old-fashioned wall fixture which casts distracting light into the auditorium all during the projection period.



The Comerford, Wilkes-Barre, Pa., is a good example of how an auditorium should be lighted.

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NATIONAL
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Projector Carbons

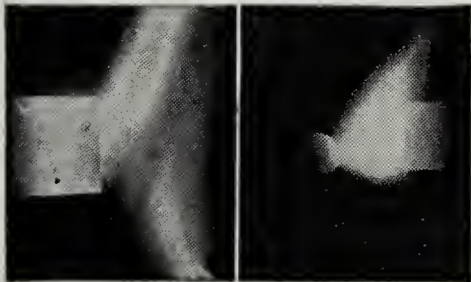
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NATIONAL CARBON's nationwide advisory service has featured prominently in every phase of projector-lighting progress from the discovery and development of new and better carbon-arc materials right down to their firing-line application in theatres.

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Exhibitors and Manufacturers Gather For A New Techniques

Demonstration Clinic

IN an effort to clear away some of the confusion still surrounding the various projection and sound systems presently being offered to theatres, the Ballantyne Company sponsored a New Techniques Clinic as part of Tent 16 Variety Club's annual all industry field day, in Omaha, Neb.

The demonstrations were held at the Center Theatre, a 690-seat house, in order to show the exhibitors just what type of reproduction could be expected in smaller theatres.

Manufacturers participating in the demonstration were the Ballantyne Company, demonstrating magnetic stereophonic sound; Fairchild Recording and Equipment Company, manufacturers of the Integrator for Perspecta Sound; Radiant Manufacturing Corporation, demonstrating the Super Panator Prismatic lens; the Projection Optics Company demonstrating the Hilux Val Prismatic lens; the anamorphic motion picture process with the SuperScope Prismatic lens; Walter Futter demonstrating the Vidoscope Cylindrical lens; Bausch and Lomb Optical Company, demonstrating the Cinephor, Super Cinephor, and the Bausch and Lomb's Cylindrical anamorphic lens; and the Bell and Howell Company demonstrating Bell and Howell's cylindrical lens.

Purpose

E. J. Nelson, Development Engineer of Ballantyne Company, explained the purpose of the demonstration. Nelson strongly emphasized that it was to give the exhibitor a true picture of the operation and reproduction of each manufacturer's product. He said that the demonstration was in no way to be accepted as an absolute comparison of manufacturing superiority. He pointed out that a correct comparison could not possibly be achieved unless each manufacturer were given considerable time for their demonstration and that such a competitive test would have to be conducted by scientists and engineers, using intricate test equipment and long monotonous processes.

Anamorphic Attachments

One segment of the tests which seemed to receive particular attention was the comparisons of the various anamorphic attachments, both the prismatic type and the cylindrical.

For this part of the test the Bausch and Lomb Super Cinephor f1.8 lens was used as the objective lens. This lens was anchored into the projector and locked with a special locking ring made especially for the demonstration. The arc was struck at 40 amperes and admittance to the projection room was barred. These

steps were taken so as to insure all those in attendance that every lens would be given identical conditions, and dispel any comment.

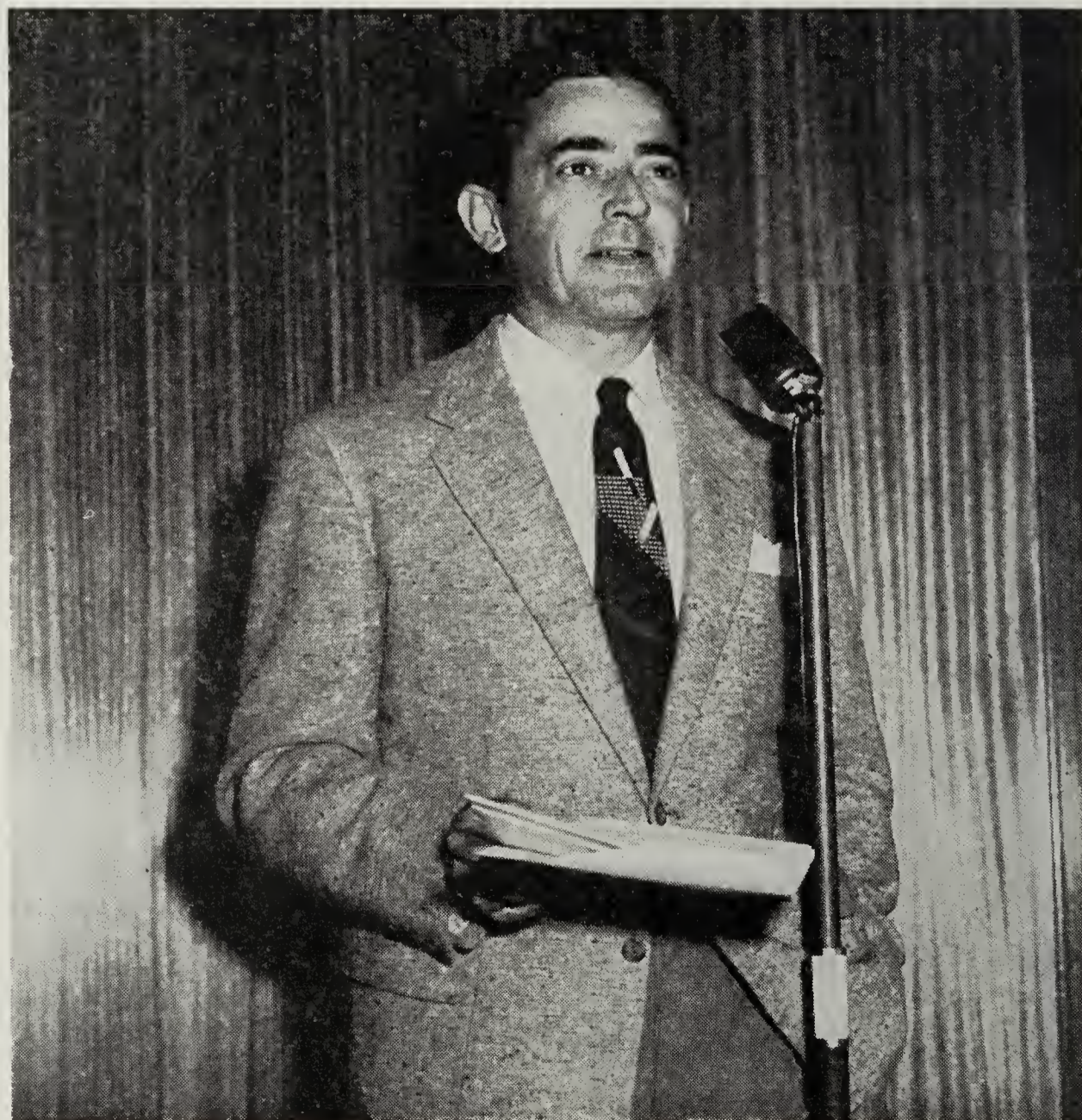
The first lens projected on the theatre's 14½ by 36½ foot Williams Silver screen was the Tushinsky SuperScope. In addition to the SuperScope lens, a corrective element was also attached in order to get maximum sharpness at a 90 foot throw. A brief description of the product was made by Joseph Tushinsky, one of the inventors, and the target remained on the screen for approximately three minutes, giving the projectionist ample time to focus the target to the best ability of the lens.

The second lens demonstrated was the Super Panatar, and was presented by Seymour Jacobs, assistant to the president of Radiant Manufacturing Corporation who distribute the lens. Jacobs gave a brief description of his lens and its capabilities. He pointed out that there are no limitations to which the lens can be used. The third lens demonstrated was the new Hilux Val, and this was conducted by Fred Aufhauser, president of Projection Optics, Inc. Aufhauser pointed out that the Hilux was one specially designed lens having separate adjustment on

the left and on the right so that the screen was optically centered. He also stated that all corrective units were part of the lens within itself.

The Vidoscope lens was put through its paces by Robert Greenblatt, special sales representative of Walter Futter. Greenblatt said that the only difference in his cylindrical lens and that of the other manufacturers was the way in which the lens was made. "We use one-fifth inch scale to the inch, where most lenses are on the one-quarter inch scale."

The next lens demonstrated was the Bell and Howell. Inasmuch as the Bell and Howell Company representative could not attend, this portion of the demonstration was handled by E. J. Nelson, who was officiating at the meeting. It was explained that the Bell and Howell was a cylindrical type lens and very similar in general appearance with the other brands. It is, however, larger in diameter. The next anamorphic attachment demonstrated was the Bausch and Lomb, and for this L. B. McKinnley introduced Dick Altman of the Bausch and Lomb Scientific Bureau. Altman pointed out that one of the advantages of the cylindrical system is that it can be focused without any extra corrective attachments.

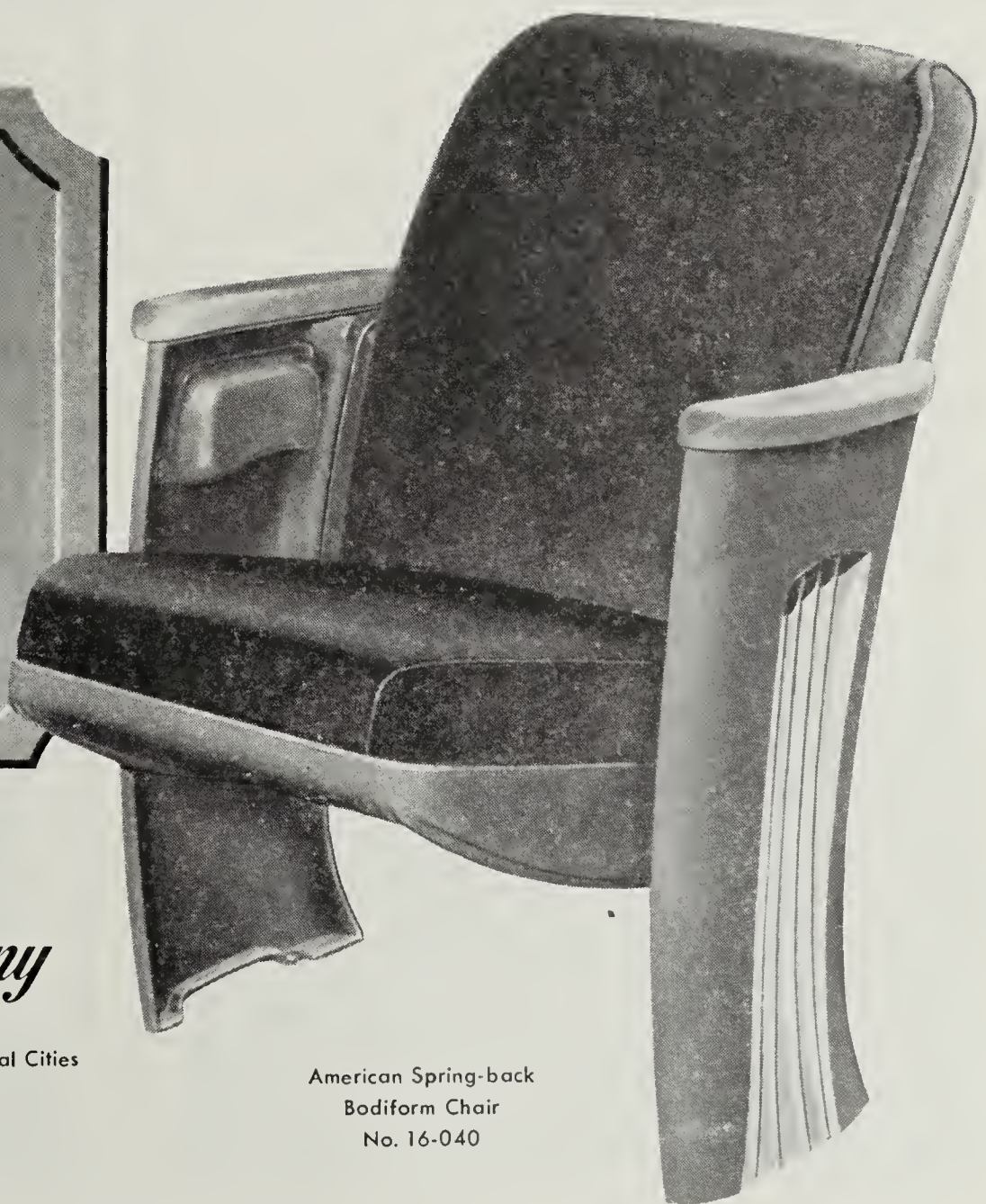


E. J. Nelson, Ballantyne development and research engineer, acted as host of the demonstrations held at the Center Theatre, Omaha.

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Boxoffice receipts prove:



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The Tushinsky SuperScope variable anamorphic lens was explained and demonstrated at clinic.

At the end of the Bausch and Lomb test, Nelson gave a demonstration of the correct method of focusing an anamorphic attachment, regardless of manufacture. He recommended that theatres procure from SMPTE 100 foot reels of target film. With the assistance of Altman he explained the process of focusing horizontal lines of the target on the screen by focusing the optical lens. After these horizontal lines are in sharp focus the anamorphic lens is then focused on the vertical lines of the target by loosening the locking rings and turning the front focusing unit of the anamorphic attachment.

Forum

When the formal demonstrations were completed the manufacturers represented formed a panel for a question and answer forum.

Among the questions asked, was, "Can any lens be used with RKO's SuperScope process, or can only the Tushinsky lens be used?"

All representatives of the lens manufacturers agreed that any anamorphic lens made can be used with any process and if any impressions had been given that only the SuperScope lens could be used with the SuperScope process, this impression was in error. Another question asked and discussed at length was whether or not a variable lens, such as the Hilux, Super

Panatar or Tushinsky, could be used for wide screen presentation. Aufhauser answered this question, in agreement with Jacobs, that it was not good practice to attempt to use a variable lens on standard 2-D photography for projecting wide screen. He said that all anamorphic processes are primarily of the squeeze type photography and the duty of the anamorphic lens was to unsqueeze this picture to its normal proportions. When a standard 2-D print is projected through the variable anamorphic lens, movement to increase the width tends to distort the subject. For this reason it was unanimously agreed that a variable lens should never be used in wide screen presentation.

It was, however, pointed out that if a theatre had a four-and-a-half-inch lens and desired a picture of a width between a four-inch lens and a one-quarter-inch lens he could successfully attach a variable anamorphic attachment and widen



Projection Optics new Hilux Val, another of the variable anamorphic attachments, was seen.



The Bausch and Lomb Super Cinephor f1.8 lens was used as the objective lens for all tests.

his screen to a maximum of seven per cent. This distortion of seven per cent, it was emphasized, is not noticeable.

Other Tests

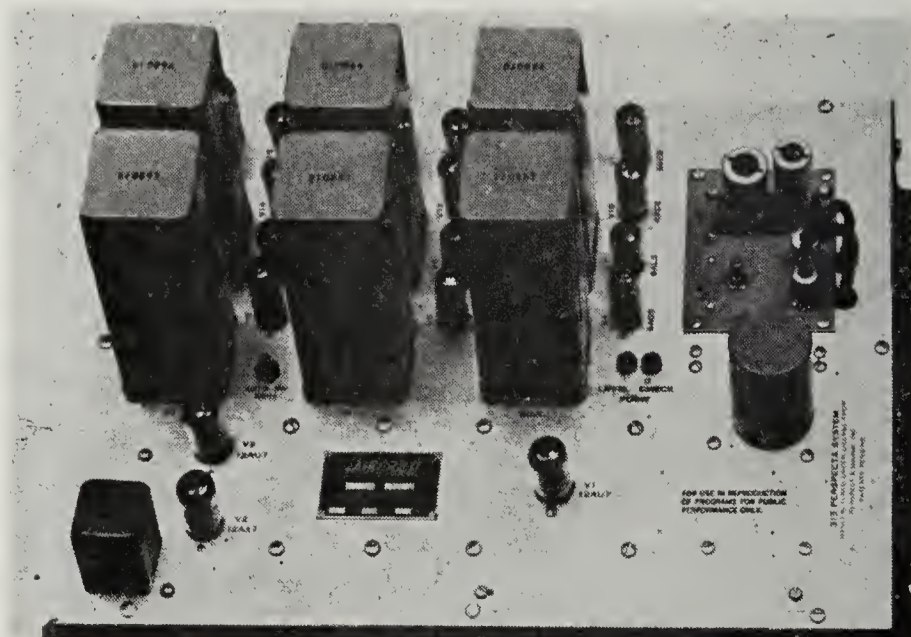
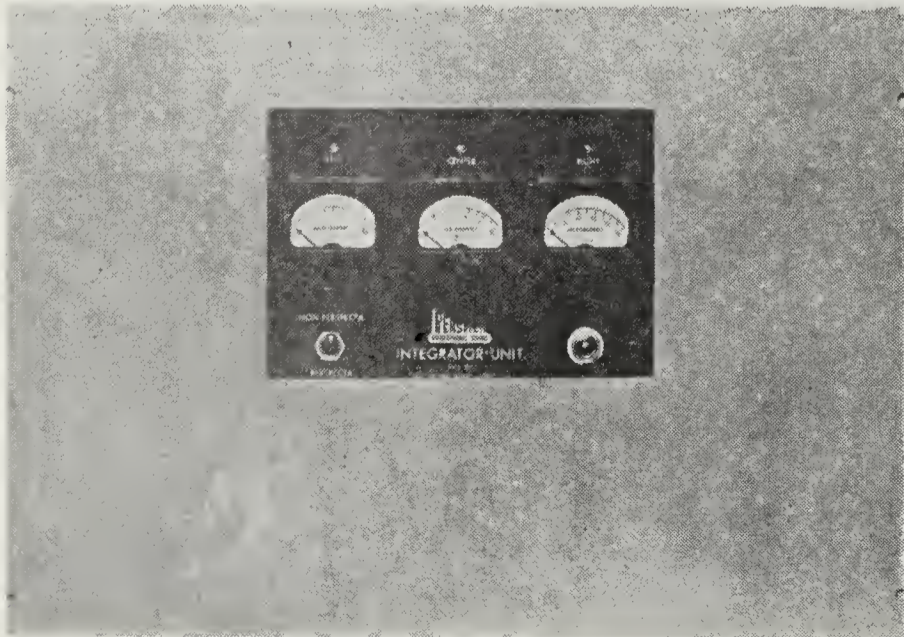
In addition to the demonstrations of the various anamorphic lenses and attachments McKinnley illustrated the screen results and screen differences between the Bausch and Lomb f2.0 Cinephor lens and the f1.8 Super Cinephor lens. For this test, the SMPTE target reel was used, showing a black background with white lines and circles. It was pointed out that on a chart of this type there is

Perspecta Sound's system of directional sound obtained from an optical track and the unit seen in a front and rear view was also shown.

usually a green, purple, or red halo between the white line and black field, depending on the performance of the optical unit. The audience was asked to step to the front of the theatre in order to see this colored halo effect. It was said that the Super Cinephor was a superior lens. It was explained, however, that in the smaller theatre where the small screen was employed, the f2.0 lens would give a very fine picture. The f1.8 was recommended for the larger theatre.

Two other tests which invoked a good deal of interest was that of Perspecta Sound and the full four-track stereophonic sound system. Ray Crews, vice-president of Fairchild Recording Company, manufacturers of the system's Integrator unit, was on hand to conduct this part of the clinic. He demonstrated how this system could be used with ordinary single optical track sound or hooked into the theatre's three-stage speakers to give a directional effect. He also explained how the Integrator unit activated the sub-audible control signals printed onto the film's optical track.

E. J. Nelson took over the full stereophonic sound test. The equipment, which was made and installed by the Ballantyne Company, consisted of three-stage speakers, a fourth amplifier and 15 surround speakers. The demonstration seemed to make quite an impression on those attending.



The Seat of Comfort is in the

Cushion

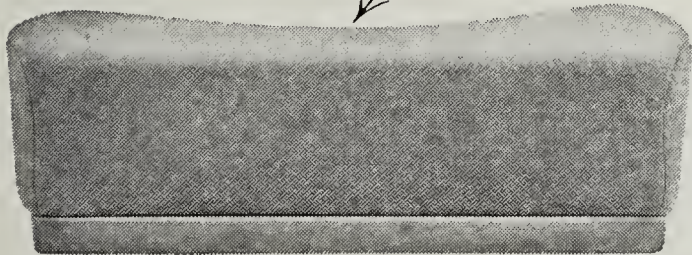
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NEW PRODUCTS

... that have theatre interest



Drive-In Weather Shield

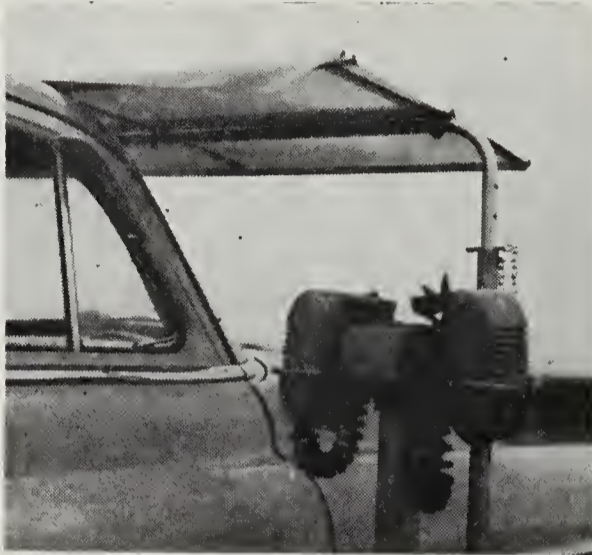
A device that is said to be a practical all-weather windshield protector for automobiles in drive-in theatres has been developed by N. D. Goldstein.

According to Goldstein, the weather windshield protector completely eliminates the use of wipers while viewing a picture during a rain storm. It also acts as a shade on bright moonlit nights, or early in the evening when the glare of the sun may annoy patrons.

The shields are constructed of aluminum, and may be adjusted to any height with little difficulty. Outdoor theatres that have been extending their season, and those who are in operation the year-round may find this new product of interest.

The device has already been installed in

a drive-in operated by Goldstein, and the reports of audience reaction have been favorable, it is reported.

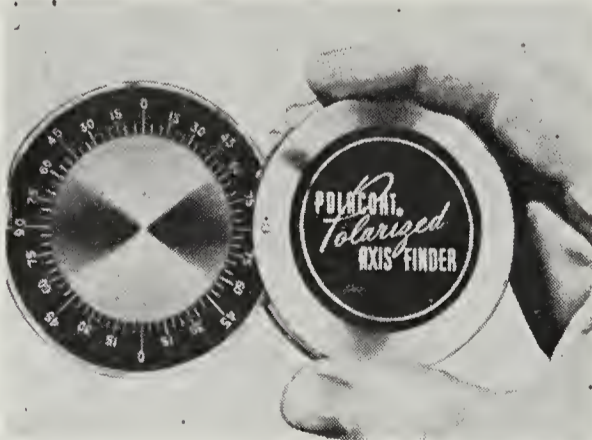


A new item for drive-ins is this weather shield which is said to offer practical protection to automobiles, making it possible to extend season.

3-D Projection Aid

A new pocket instrument designed to take the guess work out of the use of Polarized filters and 3-D movie glasses for the motion picture projectionists has been announced by Polacoat, Inc.

Known as the Polacoat-Polarized Axis Finder, the "heart" of the new device is a lens, using a new pattern of polarization, consisting of a concentric circularly oriented polarizer. This lens develops visible wedge-shaped shadows when polarized light is seen. For instance, when viewing a polarizer in the projection booth, the operator can instantly determine whether the axis of the polarizer is proper for 3-D projection. Also, the efficiency of the polarizer can be determined by the relative density of the wedge-shadows appearing on the Polacoat-Polarized Axis Finder lens.



This device is handy pocket instrument designed to aid the projectionist to properly present a three-dimensional motion picture, it is said.

The angle of the axis of polarization is read directly on a calibrated scale at the rim of the lens, which is housed in a metal ring which slides between the cover plates of a rigid anodized aluminum case. The case completely protects the lens when carried as a handy pocket instrument.

New Model Vacuum Blower

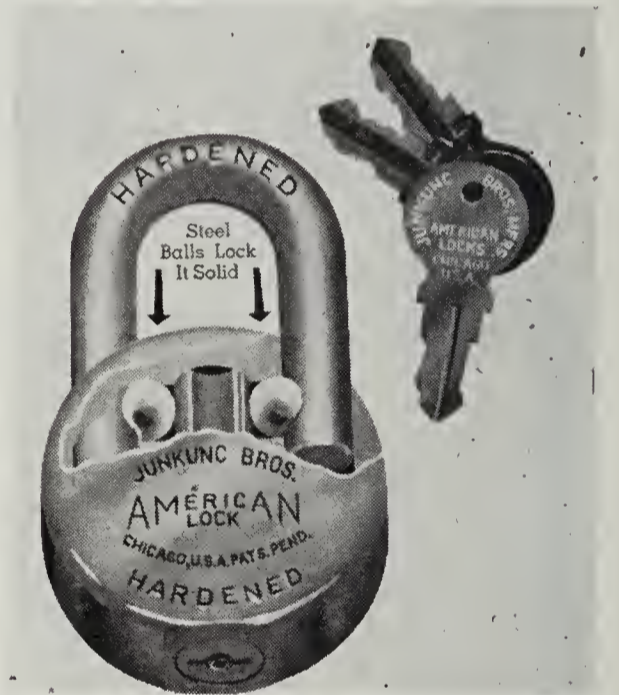
Multi-Clean Products, Inc., announced that production is underway on an all-new model vacuum blower. The new unit, known as F-300, is said to be capable of handling any and every cleaning job. The detachable power head and dust bag, weighing 16 pounds, may be carried and operated as a blower or vacuum in areas too small or confining for the vac tank.

The unit features a permanently sealed ball bearing power unit with a heavy-duty one horse power 115 volt AC-DC motor.

Burglar Protection

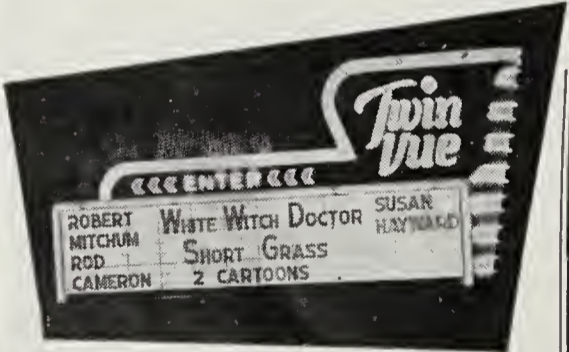
Ball Locking Padlocks, manufactured by Junkunc Brothers, as illustrated, shows how the two hardened steel-balls are held securely in position by a solid grooved rotating bar that cannot be released until the double bitted key is inserted in the lock.

The ball locking padlock principle and design automatically stops burglars from opening these padlocks, because they are made of hardened steel shackles and solid hardened steel bodies.



An item which may have a use in various parts of indoor and outdoor theatres is this sturdy ball locking padlock. Special key is used.

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ISSUE OF SEPTEMBER 15

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This and That Around the Trade

... The Smith Management Company, Boston, recently signed for the installation of magnetic sound conversion equipment in 14 outdoor theatres in eight different states, J. F. O'Brien, manager, theatre equipment sales, Engineering Products division, RCA, announced. Installation of RCA's new PG-391 sound system, which enables theatres equipped for single-track optical sound to project four-track magnetic sound films through existing amplifier systems and convert the four-track sound into single-channel magnetic sound, have already begun. . . .

... A drop of three per cent in profits was reported for the first six months of 1954 by the James Lees and Sons Company, carpet manufacturers, Bridgeport, Pa., as compared to sales during the first half of 1953. . . .

... Bell & Howell has opened a new combined service department and warehouse in New York City. Additional warehouse space will enable the company to carry a complete stock of its full line of motion picture equipment. . . .

... John E. Craig was appointed manager of the packaged refrigeration sales division of the United States Air Conditioning Corporation. Craig was formerly associated with the Carrier Corporation, performing special assignment work in the Chicago area, prior to which he served with the Chrysler Corporation Airtemp division as regional manager. . . .

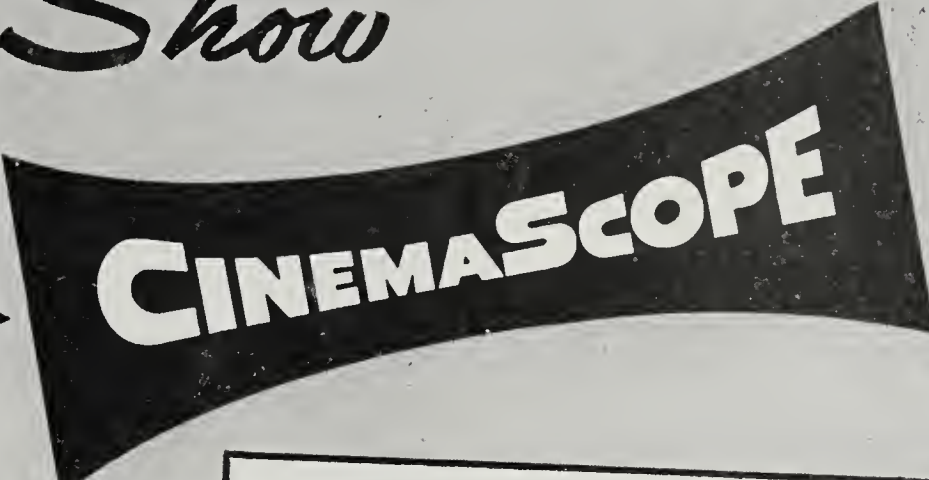
... Final arrangements for the construction of a new deluxe drive-in to be located between Winfield and Guin, Ala., were recently completed, according to an announcement by George C. Thornton and R. J. Horn, owners and operators of theatres in Alabama. The new ozoner is designed to open with a 350-car capacity, but with provisions for future expansion to 540 cars. A screen suitable to show all of the wide-screen systems, plus a fully equipped snack bar and play area are also planned. The theatre is scheduled to be completed in January. . . .

... Al Bourdouris, head of Eprad Company, Toledo, O., reported that Glenn L. Simon has been named to the post of general manager. Simon replaces Robert Graves, who recently left the firm to head a new business venture. . . .

... Equipto division of Aurora Equipto Company, Aurora, Ill., announced production of a complete line of double swinging doors for use with their Iron Grip and Standard Line steel shelving units. Company reports that the doors will safeguard valuable stock, keep it free from dirt and dust, and away from light. Each door is supplied with a three-point locking device and sturdy built-in lock. . . .

... Sherman M. Fairchild, President, Fairchild Recording Equipment Company, Whitestone, Long Island, N. Y., announced that Lyman E. G. Suiter has been named as assistant to the vice-president.

Show



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WIDE SCREEN



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Drive-In Exhibitors everywhere are getting on the "Big Screen" bandwagon — for big features and bigger boxoffice!

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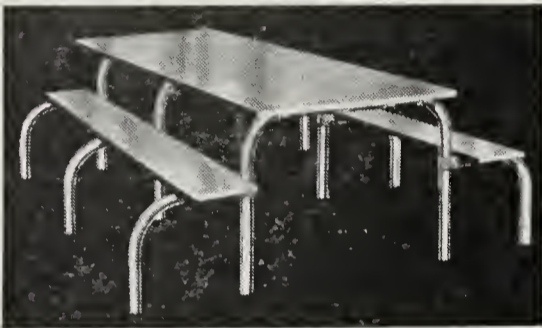
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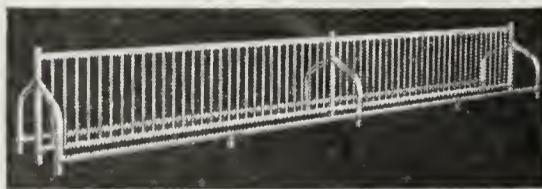
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8 feet long, accommodates 12 persons.



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Streamlined
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cast of heavy stove
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6-way draft control
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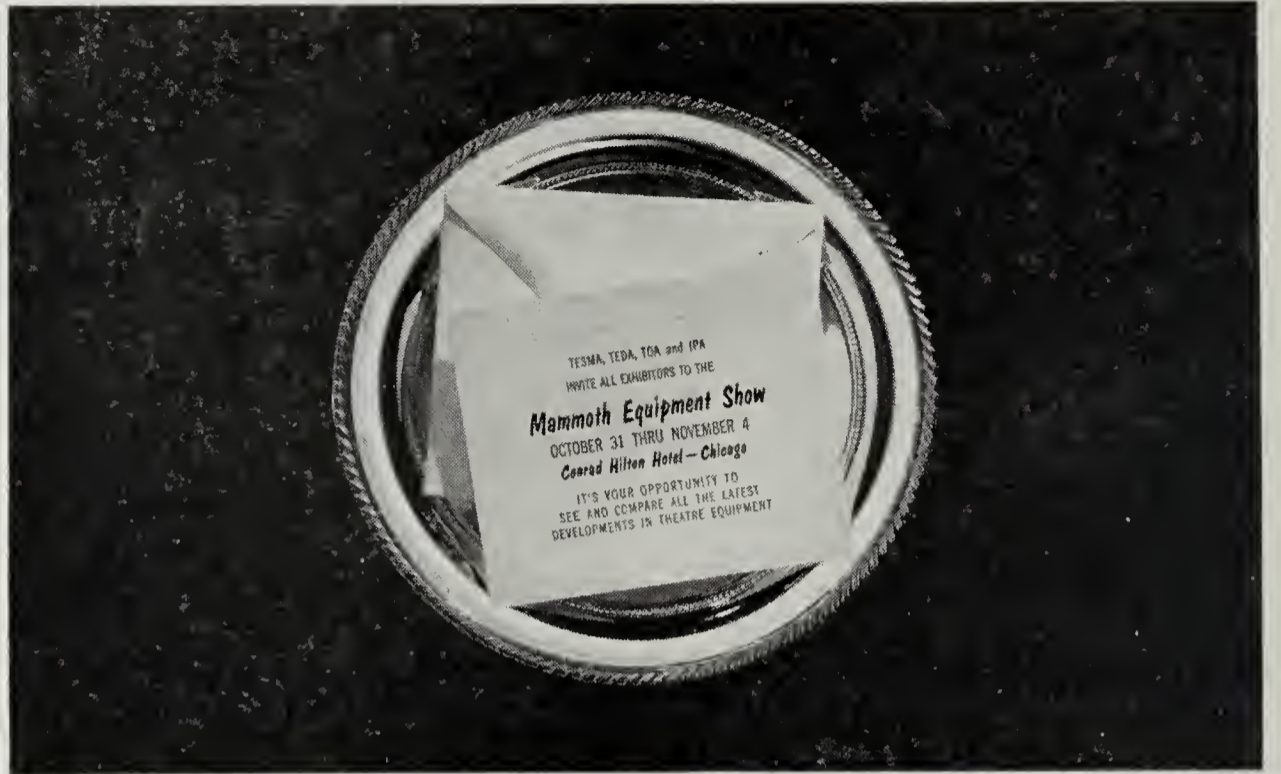
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**Trade Show To Highlight
Lenses And New Projectors**

HOLLYWOOD—With interest in the coming industry conclave mounting it was reported by Roy Boomer, TESMA secretary, that every projector manufacturer

Among some of the lens manufacturers who will exhibit are: Bausch and Lomb Optical Company, Bell and Howell Company, Kollmorgen Optical Corporation, Projection Optics Company, Wollensak Optical Company, and Walter Futter Company.



in the United States will show his products at the TESMA-TEDA-TOA-IPA trade show to be held in Chicago's Conrad Hilton Hotel, Oct. 31 to Nov. 4.

Among those who will exhibit are: Paromel Electronics Corporation, Wenzel Projector Company, Century Projector Corporation, International Projector Corporation, Motiograph, Inc., Radio Corporation of America, and others.

In addition, Boomer reported that most of the new projector lenses will also be on display to be viewed, studied and examined by theatre operators attending.

Lou Kravitz Elected Filmack V.P.

CHICAGO—At the annual stockholder's meeting of the Filmack Trailer Company, held recently, Lou Kravitz was elected vice-president in charge of sales, and a member of the board of directors.

Kravitz is well known in exhibition circles and has been Filmack's advertising manager and editor of Inspiration for several years.

Other officers elected were: Irving Mack president; Donald Mack, vice-president; Bernard Mack, secretary; Joseph Mack, treasurer; and John Wenner of Daniel F. Rice & Company, members of the New York Stock Exchange, re-elected as a member of the board.

Odorless Insect Spray

ST. LOUIS—A new odorless insect spray, guaranteed safe for use around humans, and which can be effectively used by drive-in theatres for mosquito control, and by regular theatres for head lice control in seating areas and grain moth control in popcorn storage areas, has been developed by Campbell Chemicals, Inc. Named "Camicide," this spray has three to eight times more insect kill than ordinary insecticides, yet can be freely used around children, pets, food, walls, woodwork, fabrics of all kinds, and clothing with complete safety, it is claimed. Camicide has been registered with the U. S. Department of Agriculture, and is covered by Product Liability Insurance.

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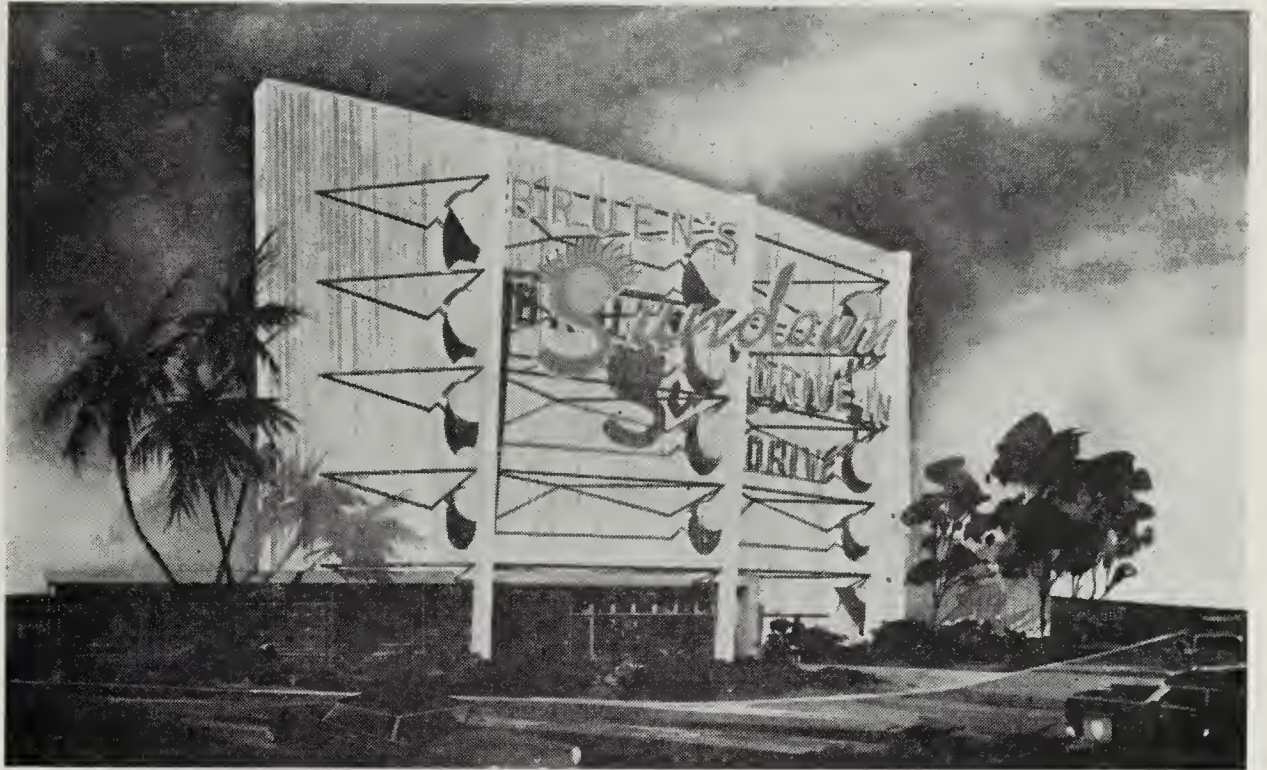
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- Boxoffice
- Boxoffice Equipment
- Display Frames
- Marquee
- Marquee Letters
- Signs

Sundown Drive-In Equipped For New Systems



WHITTIER, CAL.—One of the first drive-in theatres in the Southland especially equipped to accommodate wide-screen motion pictures is named the Sundown, and represents an investment of over \$450,000.00, opened late last month, according to Hugh W. Bruen, president of Bruen's Whittier Theatres, Inc., the owners.

The project covers 14 acres of ground. The unique feature will be the huge 105 by 75 foot curved screen, the largest of its kind in use in southern California. The screen surface is of an original and re-

cently developed construction, designed to give a bright picture with clear definition, free from unsightly joints and seams. It will adapt itself to any of the various dimension aspects of wide-screens and new technological improvements, including CinemaScope and VistaVision.

A thousand automobiles will be accommodated in the accessible parking area. The latest projection and sound equipment is being used and the car speakers are of a new design that are made with rain and dust protection.

Cut Along Dotted Line

For additional information on products advertised in this issue, please check.

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RCA Theatre Service engineers are on the job with the type of sound service your theatre system needs. Optical or stereophonic sound . . . there's no problem too tough for these experts who are backed by the vast technical

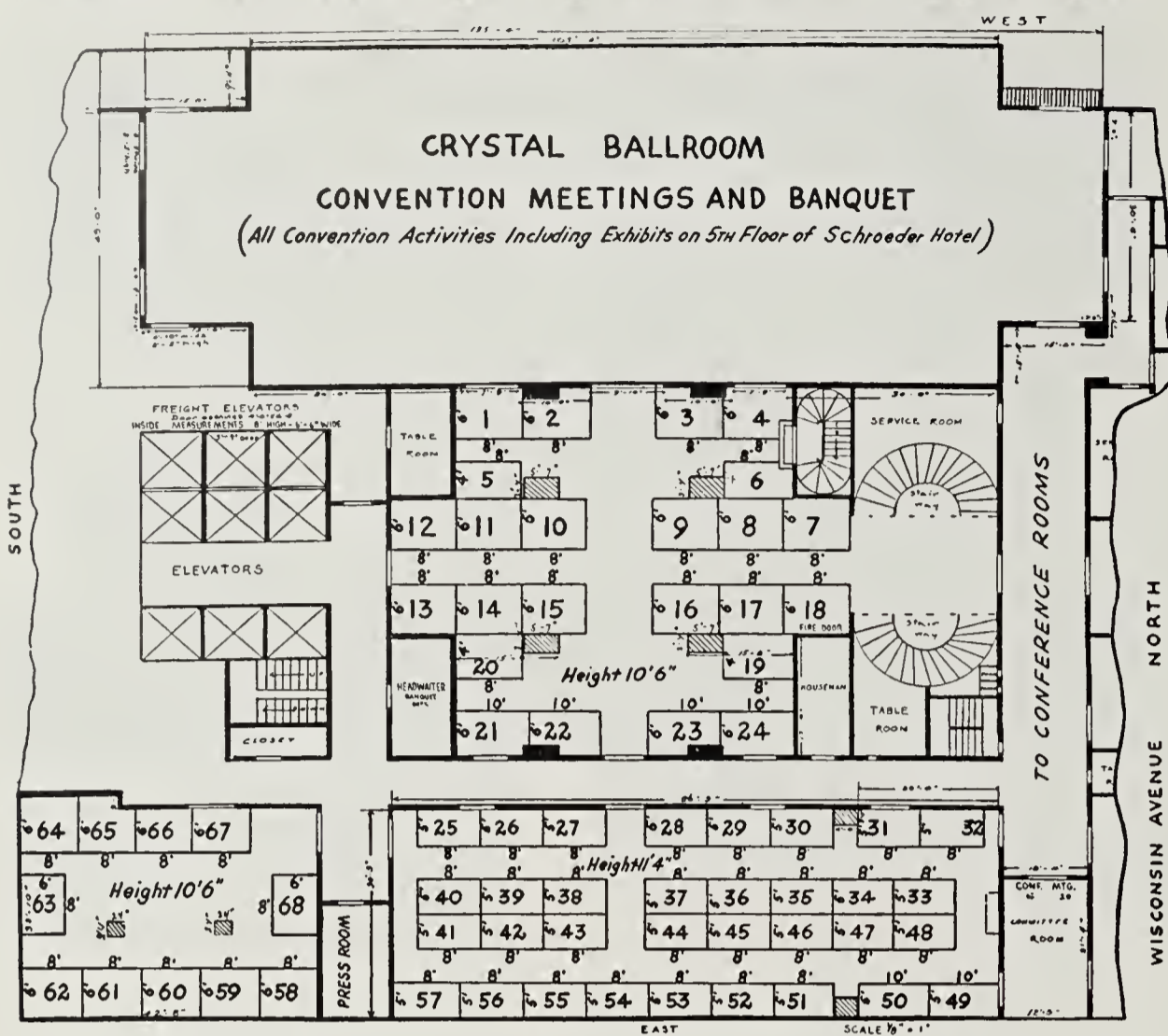
resources of the Radio Corporation of America. Prompt, dependable RCA Theatre Service has played a top supporting role with exhibitors throughout the nation for more than 25 years!



RCA Service Company, Inc.

A Radio Corporation of America Subsidiary
 Camden, N. J.

Allied Convention To Feature Trade Show



MILWAUKEE—Sixty-eight booths on the convention floor of the Schroeder Hotel, will comprise the Silver Anniversary

Trade Show, to be held in conjunction with National Allied's Silver Anniversary Convention, scheduled for Oct. 12, 13, 14.

An added feature of the Trade Show will be a "Post Season Drive-In Exhibit," which will include the latest developments in large dimension projection for drive-ins; such as, new ratio screens, lenses, sound, mixer amplifiers, etc. It is felt that this is particularly to the advantage of the drive-in operator because, coming at the close of the current drive-in season, it gives him the much-needed time to plan and get ready for those big changes in his outdoor operation next spring. Vending and other equipment and services for drive-ins will also be featured.

These operating conventional theatres will also find the latest developments in new ratio screen projection, together with new seats, vending and various other types of equipment and services.

Du Pont Develops Safety Film Base

WILMINGTON, DEL.—The new polyester photographic safety film base developed by the Du Pont Company has been given the trademark "Cronar," according to the firm's Photo Products Department.

Tested in the laboratory and in the field for more than two years, Cronar is said to be several times tougher than present types of safety film bases, has much greater dimensional stability, and equal flame resistance.

Motion picture film on Cronar base showed virtually no signs of perforation damage after 3,900 runs through a motion picture projector, whereas perforations on regular safety film wore out after 1,400 projections. In tests of folding endurance Cronar base withstood an average of 17,000 flexings without signs of wear, according to the company.

The greater toughness permits reduction of motion picture film thickness from the standard 5.5 mils to 4 mils (.0055 inches to .004 inches), thus considerably reducing shipping weight and storage volume. For example, a reel which holds 2,000 feet of ordinary 35mm. motion picture film will accommodate 2,700 feet of film made on the Cronar base, the weight of each being approximately the same.

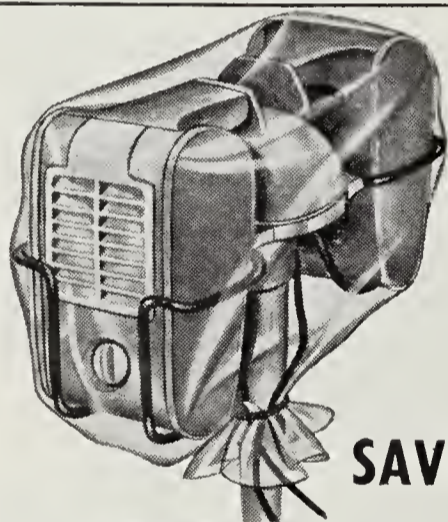
Limited quantities are now available commercially for use as leader material in motion picture processing. Cronar base has been produced since 1952 in experimental quantities in a pilot plant at Parlin, New Jersey. The new commercial plant now under construction there is expected to be in operation in mid 1955.

Terman Named To Ampex Board

REDWOOD CITY, CAL.—Dr. Frederick E. Terman, Dean of School of Engineering, Stanford University, was elected to the board of directors of the Ampex Corporation, manufacturer of magnetic recording equipment, at the annual stockholders' meeting.

Stockholders, attending the first meeting since Ampex stock was made available to the public, named Dr. Terman to replace Charles McSharry, who relinquished his membership to become secretary of the board.

Reelected to the board were all other members including Alexander M. Poniatoff, T. Kevin Mallen, George I. Long, Henry McMicking, Albert A. Browne, and Murray Innes.



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22" x 22"

27" x 28"—**30^c** each

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SNOW, DIRT or RAIN!

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THE problem of insects, and insect control is one which can be troublesome, and expensive, and yet it is impossible to ignore this problem. A possible solution may be found in a device known as the Electrocuter.

The Electrocuter is a unit which consists of an electric grid and a special "Black Light" tube. Exhaustive tests prove that this type of light will draw night insects to it, and away from any other light sources in the immediate area. Once drawn to the unit by the light, the bugs are instantly killed by the electric grid.

This device has already been installed in a number of drive-in theatres and the results have been extremely satisfactory. Charles Goldfine, operator of the South City Drive-In, Philadelphia, has been using Electrocuters for three seasons, and he reports that he "found them particularly satisfactory in controlling the insect problem around the snack bar, rest rooms, and ticket office."

A number of these units have also been installed in outdoor theatres down south where there is a particularly bad bug problem around the cashier's window. This section of the country also attracts large moths, some of them with wing spreads of as much as four and one-half to five inches, which fly across the screen during projection periods. To combat this, units are mounted on each side of the screen and slightly back of it to the side. The ticket booth can be cleared of pesty insects by placing the units slightly away from this area, thus drawing the bugs away, and also killing them.

An indication of the attraction which Black Light has for insects can be gotten from the results obtained from a test conducted at Clear Lake, California. The unit used in this test had the Black Light as the lure, but used a suction fan in place of the electric grid, which is said to be more effective. This fan sucked in all the insects that came near the Black Light and deposited them into a net that was attached. The following results were given by United States Department of Agriculture: "Eighty-five pounds of Clear Lake gnats attracted by an electric lamp, were caught in a single night in a suction-type trap. Each pound contained about one million insects. House and stable flies attracted to a bait in an electric grid box trap have been destroyed at a rate of 100,000 a day."

Although the Black Light tube in the



A Serious Drive-In Problem May Be Solved With

Electronic Pest Control

Electrocuter does give off visible light, it is so slight that it has not been found to be annoying to drive-in theatre patrons. Any danger which might result from touching the electric grid has been avoided by using a step-up transformer which reduces the current to a maximum

of 10 milliamperes, a charge so low that humans and animals cannot be harmed or effected in any way, according to the manufacturer. However, this charge is still powerful enough to kill all flying insects on contact.

Another feature of this device which makes its use in drive-ins practical is that it requires no maintenance or supervision. The panels are constructed of high rust-resisting steel, and it is claimed that the transformer and grid will not burn

out in high humidity, heavy dew, or a driving rain. Its construction involves no moving parts, and may render more than its estimated life of 20 years of use.

Some of the advantages claimed for this device are as follows:

1. Reduces the cost of insect control.
2. Eliminates all or part of the need for insecticidal mists and fog producing sprays.
3. Eliminates weather hazards which are encountered during the present control methods.
4. Eliminates or reduces possible harm or injury to individuals in the control of insects.
5. It is long-lasting, requires little maintenance, and works only when needed.

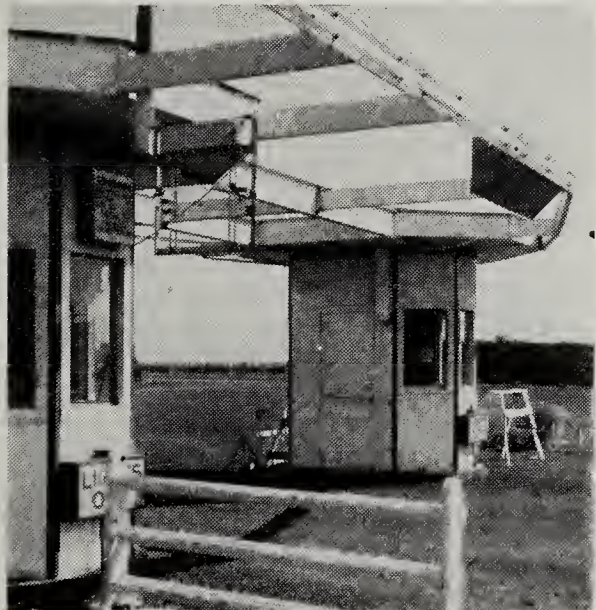
The Electrocuters are easy to handle being 24 by 28 inches in size, with a shipping weight of only 40 pounds. The Black Light tubes are estimated to give over 3000 hours of use.

The Electrocuters are manufactured by the Gardner Manufacturing Company, and distributed by the Futuramic Equipment Company, Philadelphia, Pa.

DRIVE-IN THEATRES

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The Highway Drive-In, Hollywood, Fla., uses a unit in parking area (above, right). The ticket booth is protected at South City D-I, Phila.

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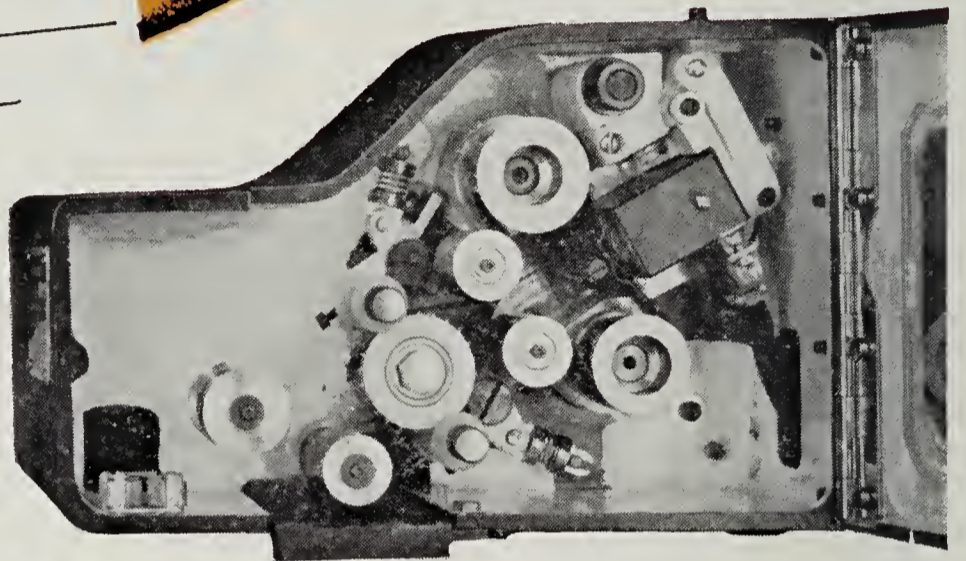
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A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



NEWS OF THE

Territory

**New York City
Crosstown**

Leo Pillot, 20th-Fox special events director, has returned to New York upon completion of a nine-week swing through the northern and mid-western section of the country as advance man for "The Egyptian" truck tour. The special events chief covered over 7,000 miles hitting 67 key cities during the trip setting publicity activities for the mobile studio exhibit. The truck will continue its showmanship tour through the end of September.

H. M. Bessey, Altec executive vice-president, returned following an extensive western tour which embraced visits to the company's division and branch offices, and conferences with representatives of Motiograph, Century Projector Company, and National Theatre Supply in the western area.

Russell Holman, Paramount eastern production manager, left by plane for Rome on his annual fall trip to Europe to survey conditions.

Walter Mirisch, Allied Artists executive producer, and John C. Flinn, director of advertising and publicity, left for Hollywood after the company's executive sales meeting.

Philip Larschan, Transfilm editor, was married to Jacqueline Foote. Larschan's father, Charles Larschan, is Transfilm's motion picture projectionist.

Louis de Rochemont Associates announced that "Martin Luther" will be released nationally in October at regular admission prices. Cresson E. Smith, general sales manager, de Rochemont, said the film will open on Oct. 15 at the Guild, the same theatre that played it for 14 weeks earlier this year at advanced prices. On its second run, at least 8,000 more bookings are expected in the U. S., Smith said.

Carroll L. Puciato, president, Carroll Pictures, left by plane for Europe to conclude negotiations for a group of films which will be part of Carroll's increased program of releases for 1954-55.

Edward Feldman, 20th-Fox publicity department, returned from Rocky Mount, N. C., where he completed a nine-week trip as advance man for "The Egyptian" transcontinental tour covering southern states.

Film Daily critic and reporter Joseph C. Priore, 40, died in Lenox Hill Hospital. He was a veteran of World War II, and served with the 82nd Airborne Division. He is survived by his brother, three sisters, and his parents, and will be sorely missed by his many friends.

The Allied Theatre Owners of New Jersey announced that the reservations made for their annual convention which is being held at the Concord Hotel, Kiamesha Lake, N. Y., on Sept. 21-22-23 exceed their original estimation of attendance by far. Entertainment has been arranged for each night as well as a cocktail party, golf tournament and special entertainment for the ladies.

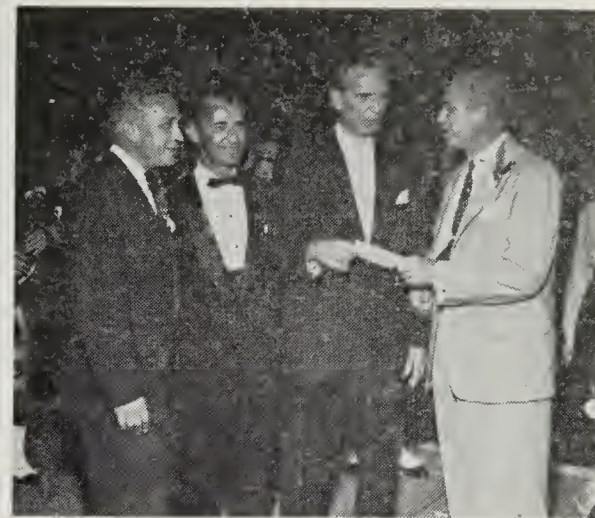
Jane Russell arrived from Hollywood on her way to Europe for the Cinema-Scope screening of "Gentlemen Marry Brunettes," her initial starring film for UA.

Olin Clark, MGM eastern story head, returned from a New England vacation.

**New Jersey
Newark**

The Roosevelt, Union City, N. J., reopened after being closed for more than a year, with a large turnout of civic, political, and business leaders present, as well as representation from the theatre world. Among those attending were Mayor Harry J. Thourot; Commissioners William V. Musto and Edward J. Mescall; Alex Landau and Paul Servo. Representing Stanley Warner were Frank J. Damis, Jersey zone manager; John McKenna, zone film buyer; Robert Deitch, advertising and publicity director; and Anthony Williams, district manager. Manning Shore, veteran showman, is the manager.

The Birthday Club girls of the Stanley Warner Jersey zone, had a dinner party for 12 girls that celebrated birthdays during the summer months. The party was held at the Treat Restaurant. Decorations were used, and a gift was given to each birthday guest. The girls celebrating birthdays were Martha Bollenbacher, Helen Knieps, Ann Jollett, Helen Mulligan, Alice Backfish, Eleanor Bennett, Betty Anderson, Martha Schain-




Ray Moon, assistant general sales manager, U-I, recently presented a check to Donald G. C. Sinclair, president, Caledonian Hospital, representing the proceeds from the benefit premiere at the Sutton, New York City, of the new J. Arthur Rank comedy, "High and Dry." The American benefit premiere was sponsored by the Thistle Gildry, Inc., an organization of Americans of Scottish descent, for the hospital. Watching the presentation as a bagpipe band stands by in front of the theatre are Clem Perry, managing director, Sutton; and Harry Fellerman, sales head, U-I special films division.

man, Dorothy Callahan, Muff Cocchiarella, Ethel Oxley, and Marge Horowitz.

Congratulations to Marge Horowitz, secretary to Robert Deitch, Stanley Warner Jersey office advertising department, on her engagement to Martin Grossbarth. . . . Lee Drexler, purchasing department, Stanley Warner Newark zone, left for a vacation at Bermuda.

**New York State
Albany**

Harry Lamont, drive-in chairman, Will Rogers Memorial Hospital Fund, expressed "displeasure and disgust" with the poor cooperation extended by a number of operators outside the Albany-Troy-Schenectady area.



PERKINS

THEATRE SUPPLY, INC.

All eyes are on

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BUFFALO, N. Y.



Among those who recently celebrated the 40th anniversary of the Regent, Paterson, N. J., were, left to right, Harry Goldberg; Nat Fellman; Harry Kalmine; Lou Golding; S. H. Fabian; Edward Fabian; Nanazucca, who appeared on the Regent stage opening night; Tony Williams; Warren Yates, organist at the Regent when it opened; Frank J. Damis, zone manager, SW New Jersey zone; Edgar Goth; Bernie Brooks; Robert Deitch; and Harold Widenhorn, district manager for Passaic County.

The Knickerbocker News reported that open-air situations would cooperate in the March of Dimes emergency drive. Patrons were given contribution envelopes when they entered the theatre, and these were collected from the automobiles by an attendant. Alan V. Iselin, operating Auto-Vision, East Greenbush, N. Y., and Jack Goldberg, MGM branch manager, chairmanned the motion picture fund drive.

Certificates of change of directors, provisions, and purposes were filed with the Secretary of State by Leopold Friedman, law department, Loew's, Inc., New York City, for 19 corporations. They affected Abington Amusement Corporation, Clinton-Court Corporation, Delton Operating Corporation, Diamond Amusement Corporation, District Amusement Corporation, Eton Amusement Corporation, Fairmount Theatre Corporation, Firm Amusement Corporation, Lange Theatre Corporation, Marcus Loew Booking Agency, Loew's Boulevard Corporation, Orpheum-86th St. Corporation, Parkchester Amusement Corporation, Putnam Theatrical Corporation, The Warwick Amusement Corporation, The International Vaudeville Corporation, Victoria-Seventh Avenue Corporation, Willard Amusement Corporation, and 167th St. Amusement Corporation. The offices of all were listed as New York, except International Amusement, Pt. Ewan, and Willard Amusement, with offices in Kings County.

K and W Film Service Corporation has been authorized to conduct a film service and photographic equipment business in New York. Capital stock is 200 shares, no par value. Attorney is Harry A. Goidel. . . . Olympia Film Productions, Inc., has been empowered to conduct business in New York. Capital stock is \$20,000, \$100 par. Attorney is Herman Strizver.

"Dragnet" at the Strand moved to the Ritz for a second week. Concession trade brisked to the point where three women, plus Tri-State Automatic Candy Corporation assistant branch manager Ken Farrar, worked the stand. It was a happy but hectic day for Manager A. O. La Flamme.

Esther Williams, MGM star, scheduled three stage performances with her com-

pany at Fabian's Palace. Her husband, Ben Gage, had the emcee role. Five acts and a 12-piece orchestra traveled with the unit. Palace Manager William With announced continuous shows, with motion pictures added and no reserved seats.

Callers included Larry Lapidus, Stanley Warner booker, formerly located in Albany and now in New Haven; Jim Bracken, Stanley Warner contact man, New Haven; Charles Horwitz, Schine Circuit personnel director; Max Cohen, Cleveland exhibitor and promotion specialist; Rube Canter, Syracuse, N. Y., exhibitor and buyer-booker for Fred Kleemeier's Star-Lit Drive-In, Watertown; Sam Slotnick, Syracuse exhibitor and operator, Lyric, Waterford; and Charley Combs, manager, Lyric, Waterford.

Mrs. Vicki Grygiel, U-I biller and leading Film Row singer, took the last of the summer vacations in that exchange. . . . Helen Schreck, Palace cashier, returned from a deep sea fishing trip to Naragansett, Mass. . . . Pete Myers, Palace cashier, will join the back to school march. He returns to Hobart College, western New York. . . . Paul Wallen, new lessee, Grand, and its former manager, is the second generation of Wallens to have an association with the 1550-seater. His father, Clarence, now living in retirement at Mt. Vernon, was for many years vice-president, F. F. Proctor Theatres.



Harry Unterfort, manager, Schine's Paramount, Syracuse, N. Y., recently became inventive in selling U-I's "The Black Shield of Falworth" and had an aide mounted on a horse and dressed in armor out on the streets for bally.

Buffalo

E. K. (Ted) O'Shea, vice-president, Paramount Film Distributing Corporation, became a grandfather again with the birth of a son, Thomas, Jr., to his daughter, Mrs. Thomas J. Worthington, at Children's Hospital. The baby's father is a former Northwestern University and Detroit Lions football player.

Gloversville

John G. Corbett, manager, Schine's Glove, recently had a TV set and jalopy give-away held in cooperation with two local merchants in connection with his showing of U-I's re-release, "The Egg and I."

Kingston

The Water Reade, Jr., 9-W Drive-In arranged a Monday night tieup with Fred Mayone and Sons for five free gift baskets of groceries. This was in addition to the weekly game "for mom and dad."

Harry Lamont's Sunset Drive-In tied together Farmer's Auction and a \$1.25-per-carload admission for Thursday nights. Bob Lamont, his younger brother, acts as auctioneer.

Utica

Kallet's Drive-In, Carey's Corners, spotlighted its "Kiddieland," open nightly and offering free train, boat, and airplane rides, see-saws and swings.



When John G. Corbett, manager, Schine's Glove, Gloversville, N. Y., ran the U-I reissue of "The Egg and I" recently, several film personalities were in the area and dropped around to visit. Seen in the Glove lobby, left to right, are Frank Copland, from the stage play of "Stalag 17"; actor Ken McErwin; Corbett; Billy Pierson, who appeared in the Paramount film version of "Stalag 17"; Gene Perrson, film star, who appeared in U-I's "The Egg and I"; and Arthur Walsh, Broadway stage star.

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CONVENTION**

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September 21-22-23, 1954

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EYEING THE Exchanges

NEW YORK—Columbia's dancing contract clerk, Frances Taylor, will resume her classes at the Harlem Branch YMCA where she teaches modern dance. Miss Taylor was last seen at the Montecarlo and Hi-di-ho Clubs, New Jersey.

PARAMOUNT—The new face in the office belongs to Theresa Forte, ledger clerk. . . . Stanley Calman, picture reports, is redecorating his home. . . . Biller Ruth Richardson was on the sick list with a case of grippe. . . . Inspectress Marge Murray is back from her Lake George vacation. . . . Also returning from their respites are Rene Bretstein, inspectress; Loretta Bachman, inspectress; and Bernie Rubinstein, shipper, who was in Montreal. . . . Assistant shipper Fred Braun was ailing. . . . Marge Murray, a captain at the North End Democratic Club, Bronx, was on the ballot in yesterday's primary election. She easily won a post as county committee-woman which enables her to vote in intraparty conclaves.

20TH-FOX—It's only days now before Mae Stabile's fiance Anthony arrives in New York from overseas. . . . Biller Joyce Gershon and husband David, on leave from the army, are vacationing. . . . E-50 clerk Alice Schwartz was at South Fallsberg while vacationing. . . . Salesman Larry Brown and Lynn Flisser, booking department, are back from their respective respites. . . . Inspectress Celeste Rubin was weekendening at her home town, South Amboy, N. J. . . . Head inspectress Josie McGrath was visiting her son and grandchild for the weekend at Emerson, N. J. . . . Inspectress Katherine Clark enjoyed a weekend at Greenwood Lake. . . . Examiner Morris Metz spent the weekend at the seashore with his family. . . . The renovated film room now boasts some luxurious new vaults. . . . Head biller Lilly Kahne was saddened by the death of her brother. . . . Booker's assistant Ann Buchdahl has returned after three



Among those seen at a recent cocktail reception in New York marking the world premiere of Filmmakers' "Private Hell 36" at the New York Paramount were, left to right, Collier Young, president, Filmmakers; Robert Shapiro, managing director, Paramount; Henry Spiegel, advertising-publicity director, Paramount; and Irving H. Levin, president, Filmmakers Releasing Organization.

months in Europe where she visited her father in Germany.

WARNERS—Shipper Leonard Brooks and his wife, head inspectress Pauline Brooks, sent some taffy to the film room crew from their Atlantic City vacation ground. . . . Inspectress Betty Shea weekendened in Cape Cod. . . . Ann Mancuso, inspectress, spent her weekend at Palenville, N. Y., where she helped her granddaughter celebrate her fifth birthday. . . . Inspectress Minnie Quigg enjoyed a weekend at Lordship Point, Conn. . . . Inspectress Mae Tallman was entertaining her sister from Springfield, Mass. . . . Dorothy Hauser, contract department, was at White Lake, N. Y., for the weekend.

COLUMBIA—Print booker Stanley Birnbaum was at Lake Hopatcong for the weekend. . . . Irv Baron, booker, is back from his vacation at Kutcher's Country Club near Monticello, N. Y. It is owned by former exhibitor Joe Kutcher. . . . Switchboard operator Swance Jacobsen is making dolls' clothes for some underprivileged dolls. . . . A remodeling job is going on in the office to enlarge the film room with some new vaults. . . . New employee Tim Sullivan was just discharged from the navy where he was stationed in Paris. . . . Booker Seymour Berkowitz is back after an extended illness. . . . Birthday congrats went to cashier clerk Bob Mucci.

RKO—Boxoffice clerk Phil Heydeck is back after a lively weekend at Provincetown, N. Y. . . . Switchboard operator June Jacobson was at Sha-Wan-Ga Lodge for the weekend. . . . Bookkeeping machine operator Sadie Castanza has started out on a motor trip vacation through Pennsylvania and Connecticut. . . . Boxoffice clerk Bud Giles had a barbecue party at his Rosedale, L. I., home. . . . Head shipper Eddie Ryan was on vacation.

U-I—Booker Marvin Friedlander is vacationing. . . . Booker's secretary Rachel Yahia has resigned. . . . A drive honoring Dave Levy is scheduled for Sept. 26 to Oct. 30. . . . Inspectress Florence Knight is vacationing. . . . Head inspectress Ethel Sweeney is returned after an illness.

BONDED—Controller Jack Isaacoff is vacationing at Monticello, N. Y. . . . Secretary Dorothy Draugel's sister graduated from nursing school to become a full fledged nurse. . . . Secretary Joan Pettit returned from Vermont with maple candy souvenirs for her colleagues.

UNITED ARTISTS—Boxoffice clerk Ray Liggins had dinner with Charles Seebree, author of next season's "Mrs. Patterson." . . . Clerk Tom Kneitel has set the date for his wedding as Christmas Day. The prospective bride is Saramas Jarlien, better known as Sam. . . . Assistant cashier Hilda Frishman has moved back to the Bronx from her summer place. . . . Bookkeeping machine operator Frances Varola is back from Virginia.

RAMBLIN' 'ROUND — Gladys Braunstein, MGM secretary, is back from her Houston, Tex., vacation where she visited her sister. . . . Ann Plisco, Republic booker, was in Connecticut on vacation.

—J. A. D.

Allied Artists

(Monogram)

(1952-53 releases from 5301;
1953-54 releases from 5401)

(All features are being photographed for projection
in aspect ratios from 1.33 to 1.85-1)

- ARROW IN THE DUST**—ACMD—Sterling Hayden, Coleen Gray, Keith Larsen—Fast moving melodrama is packed with selling angles—80m.—see Apr. 7 issue—(Technicolor)—(5404).
- BITTER CREEK**—W—Wild Bill Elliott, Carleton Young, Beverly Garland—Okeh Elliott—74m.—see Feb. 24 issue—(5423).
- BOWERY BOYS MEET THE MONSTERS, THE**—C—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65½m.—see June 2 issue—(5419).
- DESPERADO, THE**—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- PORTY-NINERS, THE**—W—Wild Bill Elliott, Virginia Grey, Henry Morgan—Standard Elliott—70½m.—see Apr. 21 issue—(5424).
- JUNGLE GENTS**—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- RETURN FROM THE SEA**—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- RIOT IN CELL BLOCK 11**—MD—Neville Brand, Emile Meyer, Frank Faylen—Well-made prison meller is packed with angles—80m.—see Feb. 24 issue—(S-1). see Feb. 10 issue—(5439).
- SECURITY RISK**—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- SON OF BELLE STARR**—OD—Keith Larsen, Dona Drake, Peggie Castle—Okeh programmer for the lower half—70m.—see July 15 issue—(Color)—(5309).
- TWO GUNS AND A BADGE**—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Jack Palance, Jean Wallace.
- BLACK PRINCE, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made In England).
- BOB MATHIAS STORY, THE**—Bob Mathias, Melba Mathias, Ward Bond.
- BOWERY TO BAGDAD**—Leo Gorcey, Huntz Hall, Joan Shawlee.
- CRY VENGEANCE**—Richard Conte.
- DANGER POINT**—Mark Stevens, Joan Vohs, Martha Hyer.
- DYNAMITE ANCHORAGE**—Dane Clark, Carole Mathews, Wayne Morris.
- HUMAN JUNGLE, THE**—Gary Merrill, Jan Sterling.
- KILLER LEOPARD**—Johnny Sheffield, Beverly Garland—(5412).
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor).
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley.
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England).

Astor

- GIRL ON THE RUN**—see Honky Tonk Burlesque
- HONKY TONK BURLISQUE (Girl on the Run)**—MYMD—Frank Albertson, Richard Coogan, Rosemary Pettit—Mediocre effort for the exploitation houses—62m.—see Mar. 10 issue.
- ROBOT MONSTER**—SFD—George Nader, Claudia Barrett, Selena Royle—Exploitation entry will serve on the lower half—62m.—see Nov. 18 issue—(3-D and 2-D).
- THREE STOPS TO MURDER**—MYMD—Tom Conway, Mila Parely, Naomi Chance—Import will fit into the lower half—76m.—see Apr. 7 issue—(English-made).

TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barrand, Carmilla Horn—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)
(All features are being photographed for projection
in aspect ratios from 1.33 to 1.85-1)

- BAIT**—D—Cleo Moore, Huga Haas, John Agar—Okeh for the lower half—79m.—see Feb. 24 issue—Leg.: 8—(639).
- BATTLE OF ROGUE RIVER**—OACD—George Montgomery Richard Denning, Martha Hyer—Suitable for the lower half—71m.—see Mar. 10 issue—(Technicolor)—(637).

MOTION PICTURE

EXHIBITOR

SERVISECTION

The Check-Up of all features and shorts for an eight-month period

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Vol. 52, No. 20
SECTION 2

SEPTEMBER 15, 1954

- BLACK EAGLE, THE STORY OF A HORSE**—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).
- BULLET IS WAITING, A**—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—83m.—see Sept. 8 issue—(Technicolor)—(712).
- CAINE MUTINY, THE**—D—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see Sept. 8 issue—(Technicolor)—(701).
- CORONER CREEK**—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).
- DRIVE A CROOKED ROAD**—MD—Mickey Rooney, Dianne Foster, Kevin McCarthy—Programmer will fit into the duallers—82m.—see Mar. 10 issue—(638).
- GUNFIGHTERS**—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).
- HELL BELOW ZERO**—MD—Alan Ladd, Joan Tetzl, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).
- HUMAN DESIRE**—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: 8—(710).

- INDISCRETION OF AN AMERICAN WIFE**—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).
- IRON GLOVE, THE**—MD—Robert Stack, Ursula Thless, Richard Stapley—Routine action programmer for the lower half—77m.—see Apr. 7 issue—(Technicolor)—(634).
- JOLSON STORY, THE**—BIDMU—Larry Parks, Evelyn Keyes, William Demarest—Reissue of musical hit should benefit from stereophonic sound—122m.—see May 8 issue—(Technicolor)—(SS).
- JUNGLE MAN-EATERS**—AD—Johnny Weissmuller, Karin Booth, Richard Stapley—Routine series entry—68m.—see Sept. 8 issue—(707).
- LAW VS. BILLY THE KID, THE**—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).
- MAD MAGICIAN, THE**—MD—Vincent Price, Mary Murphy, Eva Gabor—Okeh programmer—72m.—see Mar. 24 issue—(3-D-640)—(2-D-657).
- MASSACRE CANYON**—MD—Phil Carey, Audrey Totter, Douglas Kennedy—Okeh programmer—66m.—see Apr. 21 issue—(635).
- MIAMI STORY, THE**—MD—Barry Sullivan, Luther Adler, Adele Jergens—Suspenseful program meller—75m.—see Apr. 7 issue—(641).
- ON THE WATERFRONT**—MD—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. 8 issue—(702).
- OUTLAW STALLION, THE**—OD—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).
- PUSHOVER**—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).
- SARACEN BLADE, THE**—Ricardo Montalban, Betta St. John, Rick Jason—Average programmer for the duallers—76m.—see June 2 issue—Leg.: 8—(Technicolor)—(633).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (8) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

- | | |
|-------------------------------------|----------------------------------|
| AD—Adventure drama | MUCD—Musical comedy drama |
| ACD—Action drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| 8ID—Biographical drama | MY—Mystery |
| 8IDMU—Biographical drama with music | MYC—Mystery comedy |
| 8UR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | RD—Religious drama |
| DFAN—Drama fantasy | ROMC—Romantic comedy |
| DMU—Dramatic musical | ROMCMU—Romantic comedy musical |
| DOC—Documentary | ROMD—Romantic drama |
| DOCD—Documentary drama | ROMDMU—Romantic drama with music |
| DOCMD—Documentary melodrama | SAT—Satire |
| ED—Educational feature | SFD—Science fiction drama |
| F—Farce | SCD—Sex comedy drama |
| FAN—Fantasy | TRAV—Travelogue |
| FANMU—Fantasy musical | W—Western |
| FMD—Farce musical | WC—Western comedy |
| HISD—Historical drama | WCMU—Western comedy musical |
| MDMU—Melodrama musical | WD—Western drama |
| MD—Melodrama | WMD—Western melodrama |
| MUC—Musical comedy | WMDMU—Western melodrama musical |
| | WMU—Western musical |

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the FACTUALLY HONEST Data as originally published in our "Pink Section" REVIEWS. It is ALL of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; 8—8ad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3833, 3834, 3835 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Table of shorts listings with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like Columbia (Two Reel Comedies), Comedy Favorite Re-releases, and Color Favorites.

Table of shorts listings with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like MR. MAGOO (3), Musical Special, and MGM Cartoons.

Table of shorts listings with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like Cinemascope Musicals, Fitzpatrick Traveltalks, and Paramount Cartoons.

...trials, holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUGUST Security Risk J. Ireland, D. Malone Killer Leopard J. Sheffield, B. Garland	AUGUST Coroner Creek Gunfighters (Reissues) Pushover F. MacMurray, P. Carey, K. Navak The Law vs. Billy the Kid S. Brady B. St. John (Technicolor)	AUGUST Thunder Pass D. Clark, D. Patrick, A. Devine	AUGUST Her Twelve Men G. Garson, R. Ryan, (AnascoColor) (Print by Technicolor) Seven Brides For Seven Brothers H. Keel, J. Powell (Cinemascope) (AnascoColor)	AUGUST About Mrs. Leslie S. Booth, R. Ryan, M. Millar Living It Up D. Martin, J. Lewis, J. Leigh (Technicolor) Rear Window J. Stewart, G. Kelly, W. Corey (Technicolor)	AUGUST Make Hastie To Live D. McGuire, S. McNally, M. Murphy	AUGUST Braken Lance S. Tracy, R. Widmark, K. Jurado, R. Wagner, J. Peters (Cinemascope) (Color by DeLuxe) The Raid V. Heffin, A. Bancroft (Technicolor)	AUGUST Crossed Swords E. Flynn, G. Lollabrigida (Pathecolor) (Mahon-Vassarotti) (Made in Italy) Dawn Three Dark Streets B. Crawford, R. Roman (Gardner-Levy) The Diamond Wizard D. O'Keefe, M. Sheridan (Pallos) (English-made) Malta Story A. Guinness, J. Hawkins (De Sarigny) (English-made) Victory at Sea (NBC Film Division) (Documentary)	AUGUST Magnificent Obsession J. Wyman, R. Hudson, B. Rush (Technicolor) Francis Joins The WACS D. O'Connor, J. Adams C. Wills	AUGUST Duel In The Jungle D. Andrews, J. Crain, D. Farrar (Technicolor) (Made in South Africa and England) King Richard And The Crusaders R. Harrison, V. Maya, L. Harvey, G. Sanders (WarnerColor) (Cinemascope)	
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland The Human Jungle G. Merrill, J. Sterling	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technicolor) The Black Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technicolor) Human Desire G. Ford, G. Grahame, B. Crawford	SEPTEMBER The Unholy Four P. Goddard Terror Ship W. Lundigan Silent Raiders R. Barlett, J. Bordeaux	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe)	SEPTEMBER Sabrina A. Hepburn, H. Bogart, W. Holden	SEPTEMBER This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color) Every Girl Should Be Married The Window (Reissues) Africa Adventure R. C. Rurak Documentary (Color)	SEPTEMBER Tobar, The Great C. Drake, K. Booth	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Cinemascope) (Color by DeLuxe)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Bassler) Khyber Patrol R. Eagan, D. Addams, (Color) (World) The Golden Mistress J. Agar, R. Bowe (Technicolor) (Kay-Rybnick) Jesse James' Women P. Castle, J. Beutel, D. Barry (Technicolor) (Panorama)	SEPTEMBER Dawn At Socorra R. Calhoun, P. Laurie, D. Brian (Technicolor) The Black Shield Of Falworth T. Curtis, J. Leigh (Technicolor) (Cinemascope)	SEPTEMBER Dragnet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Dorn, M. Windsor (WarnerColor)
OCTOBER Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (Made in England) Danger Point M. Stevens, J. Vohs, M. Hyer Target Earth R. Denning, V. Grey, K. Crowley	OCTOBER The Deadly Game L. Bridges, F. Currie, S. Silva (English-made)	OCTOBER Rogue Cop R. Taylor, J. Leigh, G. Raff Beau Brummel S. Granger, E. Taylor (Technicolor) (Made in England)	OCTOBER The Outcast J. Derek, J. Evans, J. Davis (Trucolor) The Outcast J. Derek, J. Evans, J. Davis (Trucolor)	OCTOBER Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (Cinemascope) Adventures Of Hajji Baba J. Derek, E. Steward, A. Blake (Color) (Cinemascope) A Woman's World C. Webb, F. MacMurray, J. Allyson (Color by DeLuxe) (Cinemascope)	OCTOBER Naked Alibi G. Grahame, S. Hayden, G. Barry West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank) The Yellow Mountain L. Barker, M. Powers (Technicolor)	OCTOBER A Star Is Born J. Garland, J. Mason, J. Carson (Technicolor) (Cinemascope)				

At the request of a midwestern drive-in owner, MOTION PICTURE EXHIBITOR is adding information concerning phases of the moon to its list of services. Drive-in operators should find it advantageous to book color films during a full moon. The accompanying chart applies to the central time zone, with slight adjustments necessary for east and west.

MOON PHASES

1	Quarter	5
2	Full	12
3	Last	19
4	New	26

SEPTMBER 5
OCTOBER 12
NOVEMBER 19

OBSERVATIONS

Sept. 28-29	Rosh Hashanah
Oct. 7	Yom Kippur
Oct. 12	Columbus Day
Oct. 31	Hallowe'en

SAMUEL GOLDWYN'S

"Carnival of Money-Makers"

...with a complete
NEW line of ACCESSORIES, ADS,
PUBLICITY, PRESSBOOKS, TRAILERS and NEW PRINTS!

"THE WESTERNER"

GARY COOPER • DANA ANDREWS • WALTER BRENNAN • DORIS DAVENPORT

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MARJORIE MAIN • ALLEN JENKINS • WARD BOND and the ORIGINAL DEAD END KIDS

"PORT OF WICKEDNESS" (Formerly "Barbary Coast")

EDWARD G. ROBINSON • MIRIAM HOPKINS • JOEL McCREA • BRIAN DONLEVY • WALTER BRENNAN

"ADVENTURES OF MARCO POLO"

GARY COOPER • SIGRID GURIE • BASIL RATHBONE • BINNIE BARNES • GEORGE BARBIER

"NANA — A FRENCH COQUETTE" (Formerly "Nana")

ANNA STEN • LIONEL ATWILL • RICHARD BENNETT • MAE CLARK • PHILLIPS HOLMES

"ROARING TIMBER" (Formerly "Come And Get It")

JOEL McCREA
EDWARD ARNOLD • WALTER BRENNAN • FRANCES FARMER • ANDREA LEEDS • MADY CHRISTIANS

"COWBOY AND THE LADY"

GARY COOPER • MERLE OBERON • WALTER BRENNAN • PATSY KELLY • FUZZY KNIGHT

"THESE THREE"

MIRIAM HOPKINS • JOEL McCREA • MERLE OBERON

* ...great pictures
...great stars
...great boxoffice
everywhere they played

TERRACE DRIVE IN ... ALBUQUERQUE, N.M.
TWIN PALMS DRIVE IN ... CORP. CHRISTI, TEX.
KING CENTRE, DRIVE-IN ... HOUSTON, TEX.
EDWARDS DRIVE-IN ... LOS ANGELES, CALIF.
SHEPPARD DRIVE-IN ... HOUSTON, TEXAS
COLUMBUS DRIVE-IN ... COLUMBUS, GA.
NORTH DRIVE-IN ... DENVER, COLORADO
TRAIL DRIVE IN ... SAN ANTONIO, TEXAS
LOEW'S STATE ... LOS ANGELES, CALIF.
LOEW'S TECK ... BUFFALO, NEW YORK
AUGUSTA DRIVE-IN ... AUGUSTA, GA.
AUTO SHO DRIVE-IN ... MOBILE, ALA.
JOY-DRIVE-IN ... TEXARKANA, TEXAS
BROADWAY ... DENVER, COLORADO
HARBER ... OKLAHOMA CITY, OKLA.
ALHAMBRA ... MILWAUKEE, WISC.
FABIAN'S GRAND ... ALBANY, N. Y.
IMPERIAL ... LONG BEACH, CALIF.
ORPHEUM ... SAN DIEGO, CALIF.
WARNERS ... SAN PEDRO, CALIF.
COLLEGE ... NEW HAVEN, CONN.
RAINBOW ... BUTTE, MONTANA
LYRIC ... MINNEAPOLIS, MINN.
TIMES ... SACRAMENTO, CALIF.
DE ANZA ... RIVERSIDE, CALIF.
MAJESTIC ... SHREVEPORT, LA.
HOLIDAY ... NEW YORK, N. Y.
STANLEY ... BALTIMORE, MD.
COLONY ... PORTSMOUTH, VA.
NATIONAL ... RICHMOND, VA.
PALACE ... WICHITA, KANSAS
CAPITOL ... OLYMPIA, WASH.
STATE ... PORTLAND, MAINE
STATE ... SPOKANE, WASH.
RIALTO ... TACOMA, WASH.
CENTRE ... BOSTON, MASS.
ECKEL ... SYRACUSE, N. Y.
RIVOLI ... FRESNO, CALIF.
GRAND ... CHICAGO, ILL.
PINNEY ... BOISE, IDAHO
OLYMPIC ... UTICA, N. Y.
FOX ... PHOENIX, ARIZ.
ROXY ... ATLANTA, GA.
FOX ... TUCSON, ARIZ.

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BUFFALO: Phoenix Films, Inc. • CHARLOTTE: Screen Guild Productions (of the Carolinas), Inc.
CHICAGO: Capitol Film Company • CINCINNATI: Screen Classics, Inc. • CLEVELAND: Academy Pictures, Inc. • DALLAS: Herman
Beiersdorf Distributing Co. • DENVER: Dimension Pictures, Ltd. • DETROIT: Allied Film Exchange • DES MOINES: Realart Pictures of Iowa
& Nebraska • INDIANAPOLIS: Safer Film Distributors, Inc. • JACKSONVILLE: Kay Film Exchanges • KANSAS CITY: Dixie Enterprises • LOS ANGELES:
Donna Pictures • MILWAUKEE: Independent Film Distributors • MINNEAPOLIS: Independent Film Distributors • NEW HAVEN: Federal Film Company
NEW ORLEANS: Lippert Pictures of Louisiana • NEW YORK: George J. Waldman • OKLAHOMA CITY: Screen Guild Productions (of Oklahoma), Inc.
OMAHA: Realart Pictures of Iowa and Nebraska • PITTSBURGH: Screen Guild Productions of Pittsburgh, Inc. • PORTLAND, ORE.: Favorite Films
of California, Inc. • ST. LOUIS: Realart Pictures of St. Louis, Inc. • SALT LAKE CITY: Dimension Pictures, Ltd. • SAN FRANCISCO: Favorite Films
of California, Inc. • SEATTLE: Favorite Films of California, Inc. • WASHINGTON, D. C.: Wheeler Film Company • TORONTO, CANADA: Astral Films, Ltd.

MOTION PICTURE

EXHIBITOR

SEPTEMBER 22, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



Rank To Invade U.S. Exhibition

(page 5)

"1954 A.C., After C'Scope"

(editorial)

AND FEATURING: EXTRA PROFITS

← Spyros P. Skouras, 20th-Fox president, examines the CinemaScope anamorphic lens with its inventor, French professor Henri Chretien. The revolutionary medium is celebrating its first anniversary in worldwide industry ceremonies featuring top industryites.



RIGHT: This gold statuette will be used as an Award in 200 cities by "The American Society of BEAU BRUMMELLS."

FROM FILM DAILY—SEPT. 14, 1954

● ● ● ONE OF THOSE PUBLICITY "BREAKS" that seldom come as a windfall for a movie is hitting M-G-M's new color production of "Beau Brummell" a month before release date. . . . At the moment, it is still snowballing around the country. . . . A "feud" between cities as to which has the most well-dressed and chivalrous men has developed, resulting in "Beau Brummell" publicity that already has piled up some 600 clippings on Howard Dietz' desk. . . . The spontaneous stunt started in Boston when the head of the Chamber of Commerce there wrote to Dietz asking that the pic's world-premiere be staged in the Hub because Boston has "more well dressed men and more chivalrous men" than any other city. . . . No sooner had this been printed in Boston newspapers, than the Houston Press took up the defense of Houston, Texas, to the tune of a four column story.



● ● ● THEN THE NEW HAVEN, Chamber of Commerce chimed in, with front page stories, declaring, among other things, that Yale has the best dressed campus. . . . This not unnaturally started repercussions in other colleges. . . . Next, the Washington Board of Trade threw in its gauntlet and pointed to the nation's leading Beau Brummells in the White House (Eisenhower and Nixon). That resulted in a 400-word wire story by the Associated Press. . . . Some 500 papers printed the story. . . . Milwaukee's Association of Commerce quickly got into the act, deriding Boston's claims. "We put Boston to shame in baseball; we can do it in the Beau Brummell field, also," said the Association head—in the newspapers. . . . The New York Mirror carried the AP story and the New York Association of Commerce and Industry roared its pride for New York as the one and only city of well-dressed men. . . . The Chicago American gave the yarn a four column head and named local Beau Brummells. . . . Springfield, Mass. papers are giving page one space to the debate. . . . The story is still rolling, and bids fair to make "Beau Brummell" one of the most-read-about movies in years. . . . And M-G-M may wind up with a simultaneous 10-city world premiere just to keep the Beau Brummell feud from becoming a United Nations problem.

**Get ready
for M-G-M's
"BEAU
BRUMMELL"!**

THE NEXT STEP!

Meanwhile a Charter Committee of prominent people has formed "The American Society of Beau Brummells." Watch this group go into action with local chapters in 200 cities.

GET READY FOR "BEAU BRUMMELL"!

A sensational attraction launched by an unprecedented advance campaign! M-G-M will have a giant advertising and promotion campaign to climax the terrific advance publicity. The picture has tremendous merchandising tie-ups, including an entirely new field of promotion with the Men's Wear industry. "Beau Brummell" will be the best known title of the year!



M-G-M presents "BEAU BRUMMELL" starring STEWART GRANGER • ELIZABETH TAYLOR
PETER USTINOV • with ROBERT MORLEY • Screen Play by Karl Tunberg • Based on the play written
for Richard Mansfield by Clyde Fitch • Photographed in Eastman Color • Print by Technicolor
Directed by Curtis Bernhardt • Produced by Sam Zimbalist

(AVAILABLE IN PERSEPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)



1954 A.C. (AFTER CINEMASCOPE)

AS THIS GREAT MOVIE INDUSTRY strides deeper into its second half-century, all segments must be conscious of its progress milestones, even though their passing seems to accelerate with the flying years.

History will, without question, record the introduction of CinemaScope just one short year ago as a milestone of real importance.

The original nickelodeons, the first full-length feature, the first theatre specially built for movie purposes, the introduction of sound, and the advent of color were all such milestones. Each represented a major change in the basic product offered to the public, each enjoyed the enthusiastic acceptance of the public, and each represented a boxoffice peak that reflected itself in boxoffice prosperity over succeeding years. CinemaScope, in its first full year, has done all of these things, and more. It only remains to be seen whether it will stand the test of time. We think it will!

So, looking around at the boxoffice grosses of today as contrasted to those of one year ago or two years ago, assaying the really great entertainment of the past few months and that scheduled for release during the coming fall and winter, checking the list of more than 4000 grade-A theatres already equipped with large screens and full stereophonic sound, and feeling the lift in public enthusiasm for movies as a whole, we must take this moment to doff our collective hat to the great CinemaScope.

To Spyros Skouras who gambled his lifetime reputation, to his gang at 20th Century-Fox who backed him up, to the technicians and manufacturers who did the physical work, and to everyone responsible for this first great year, . . . our wholehearted and unstinted congratulations.

1954 A.C. (After CinemaScope), and the winter and spring that follow it, may well be the best boxoffice grossing season that this industry has ever had.

DISTRIBUTOR COOPERATION THAT COULD PAY OFF

PROBABLY ONE OF THE MOST NOTEWORTHY and valuable contributions of COMPO to the promotional good of theatre boxoffice everywhere, and thereby to the entire industry, is their current advertisement in Editor and Publisher announcing "the New Movie Season" and ac-

tually followed by full page advertisements by Columbia, MGM, Paramount, Republic, 20th Century-Fox, United Artists, Universal-International, and Warner Brothers, delineating the great pictures, casts, stories and technical qualities each had scheduled for the coming fall and winter. Leading off, the COMPO space pointed up what was to follow and offered a Chamber of Commerce type of cooperation to any newspapers planning promotions or otherwise in need of industry help.

This is good solid, constructive promotion that must result in regard, respect, and enthusiasm from all who observe it.

It is only to be regretted that this same kind of presentation can't be carried directly to the ticket buying public through a similar series in the leading dozen national magazines. It's something to consider.

ALLIED ARTISTS INTO THE CENTER RING

WITH STEVE BROIDY'S announcement of nine Class-A features, three each from John Huston, Billy Wilder and William Wyler (all first-string producers-directors of known abilities), starring names like Gary Cooper, Humphrey Bogart, and others, Allied Artists looms as a new major source of big pictures. Again matching his production star name acquisitions with a distribution star name of equal brilliance, Mr. Broidy announced that William F. Rodgers, former vice-president, director, and in charge of distribution for MGM, has been obtained as an advisor and consultant on their future distribution activities. Either announcement would have had industry importance, but combined they give substance and direction to one another, and must reflect confidence of fulfillment to theatremen generally.

Allied Artists, and its predecessor Monogram Pictures, have for years concentrated on the smaller action and series pictures that might be termed "bread and butter" product for smaller theatre situations everywhere. While they have occasionally succeeded with the larger exploitation type shows, this new expansion is their first effort to step into the "roast beef" and "crepes suzette" category while maintaining their former volume.

As a hard hitting production-distribution outfit, with an established exchange system, and a lot of know-how, this expansion should be greeted by theatremen with real enthusiasm and support.

Good luck, Steve—and Bill!

Jay Emanuel

CAN NEWS

(Trade Headlines Of The Issue)

Distribution

The St. Louis branch managers receive awards for most bookings on Defense Department's "The Price Of Liberty" (page 4).

Distributors' committee meets to discuss arbitration draft (page 5).

Astor sets 50th anniversary sales drive honoring R. M. "Bob" Savini, president (page 5).

Formal trade shows seen on way out as MGM drops policy (page 12).

MGM schedules six new films and four reissues for remainder of the year (page 12).

Exhibition

Replica of the first motion picture studio, Edison's "Black Marie," is dedicated at West Orange, N. J., birthplace of the movies (page 4).

J. Arthur Rank, English theatre operator, announces plans to invade U.S. exhibition to provide playing time for English films (page 5).

President Eisenhower lauds exhibition's collection plan for Korean relief (page 5).

International

Personal appearances ballyhoo top films in Canada, WOMPI goes north of the border, and in England, labor leader Tom O'Brien forecasts Hollywood-England labor peace through joint organization (pages 6 and 10).

Legal

A court ruling allows all New York exhibitors to intervene as plaintiffs in the action to force repeal of the five per cent admission tax (page 8).

New York anti-trust suit filed by Dyckman dismissed in precedential ruling (page 8).

Mel Konecoff

Italy's Lollobrigida stormed at a party, underground subway promotion, reflections concerning an Indian weather prophet, and other assorted trivia light up the Broadway scene (pages 4 and 10).

Organizations

ITOA, New York, reelects Harry Brandt as president for the 21st successive year (page 5).

MPAA approves certain revisions in the industry Production Code (page 10).

United Artists rejoins MPAA and promises support of Production Code (page 12).

Variety Club-Will Rogers Hospital schedules Christmas Salute kickoff via telephone hookup (page 22).

Production

20th-Fox celebrates the first anniversary of the bow of CinemaScope and looks back on a year of great achievement and better things to come (page 16, 18, 20).

Technical

Matthew Fox petitions the FCC for Subscriber-Vision okeh for UHF stations only (page 13).



Robert S. Benjamin, chairman, United Artists board of directors, is being honored by a six-month drive in which \$50,000 in prizes will be awarded the company's 32 competing branches.

NEW YORK By Mel Konecoff

ALL OF A SUDDEN we became everybody's bosom buddy. After everyone called to find out what the state of our health was, the next question was whether or not we were going to the huge party planned for beautiful Italian star Gina Lollobrigida, who arrived in town for a visit and to plug her film, "Bread, Love And Dreams," scheduled to open this week locally.



KONECOFF

During her 10-day stay in town, she appeared on radio and TV, took part in various newspaper and magazine interviews and generally looked attractive.

To get back to the party. When we showed up it looked as though everybody and his brother-in-law were there with hundreds of people jamming a number of connecting rooms all pushing to see Gina or to get a drink or to snatch a food tidbit on a tray. As a matter of fact, it was so jammed that people were standing in line to check coats and umbrellas. As a matter of fact, it was so jammed that they had to form a double line controlled by a special officer of those waiting to greet the guest of honor. As a matter of fact, we took a queek peek at G. L. and then got the h--l out of there before we got crushed in the stampede. You'd think they were giving away gold the way the place was jammed.

This was no cocktail party. This was ridiculous.

TV NOTE: A record number of big-name personalities appeared on the hour-long salute to Darryl Zanuck, 20th Century-Fox production head, via Ed Sullivan's "Toast Of The Town" show which attracted 75 per cent of all the TV sets in use throughout the U.S., playing to over 40 million people. It was a pretty interesting show with appropriate plugs for company product. . . . Incidentally,

Latest Bulletins

(Developments At Press Time)

St. Louis Managers Win "Liberty" Awards

NEW YORK—The 10 branch managers who operate the exchanges in St. Louis will be the recipients of the awards to be presented for obtaining the most theatre bookings of any exchange area on "The Price Of Liberty," in comparison to the number of theatres operating in the territory.

The St. Louis branch managers' committee on the MPAA has as its chairman Thomas E. Bailey, Loew's, and the other members whose combined efforts resulted in the showing that was made throughout the territory include Maurice Schweitzer, Allied Artists; Clarence D. Hill, Columbia; Harry Haas, Paramount; Ray V. Nolan, RKO; Raymond McCafferty, Republic; Gordon F. Halloran, 20th-Fox; D. J. Edele, United Artists; Harry Hynes, U-I; and Lester Bona, Warners.

This group was successful in having "The Price Of Liberty" played in 501 conventional theatres and drive-ins out of a total of 521.

Leon J. Bamberger, RKO sales promotion manager, arranged the contest with the Department of Defense and has handled all details in connection with the preparation of the award portfolios.

"Black Maria" Dedicated

WEST ORANGE, N. J.—This town, the birthplace of the movies in 1887-1892, will again have a motion picture theatre when beginning today (Sept. 22) a full-scale replica of the first motion picture studio, the "Black Maria," will be dedicated at the Edison Museum, after a luncheon hosted by Vice Admiral Harold G. Bowen, executive director, Thomas Alva Edison Foundation, who will welcome many distinguished invited guests.

the same night, Marilyn Monroe's dramatic coach appeared on "What's My Line" on TV, and after the panel had guessed her occupation emcee John Daly asked her what impressed her most in this great city of ours. Her answer: "The Egyptian" at the Roxy Theatre. Oh, brother. How commercial can you get???

RECOMMENDATION DEPARTMENT: Anybody know or care what happens when a feature receives the designation as the "Go See" Picture of the Month by the New York Subways System? Well, 14,000 subway car cards call the selection to the attention of the millions of daily riders both under and above ground with about 230 million rides being clocked per month.

This feature has been maintained as a service by the New York Subways Advertising since 1941 for free. There is no connection with any distributor nor is it related to the amount of advertising purchased by any company. The policy of picture selection is governed by suitability

(Continued on page 10)

Rank Plans Invasion Of U. S. Exhibition

Business Steady On Broadway

NEW YORK—Broadway business had levelled off last weekend to the point where average, or slightly above average, grosses were the order of the day.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"ROGUE COP" (MGM). Paramount anticipated the opening week at \$50,000.

"THE EGYPTIAN" (20th-Fox). Roxy claimed \$47,181 for Wednesday through Sunday, with the fourth week heading toward \$60,000.

"BRIGADOON" (MGM). Radio City Music Hall, with stage show, opened to \$108,000 for Thursday through Sunday, with the first-week expected to top \$168,000.

"LIVING IT UP" (Paramount). Criterion claimed \$10,000 for the last four days of the ninth, and last, week.

"REAR WINDOW" (Paramount). Rivoli expected the seventh week to tally \$30,000.

"DUEL IN THE SUN" (SRO). Mayfair reported \$17,500 for the third week.

"KHYBER PATROL" (UA). Globe looked for \$9,000 on the opening week.

"ON THE WATERFRONT" (Columbia). Astor claimed \$40,000 for the eighth week.

"DRAGNET" (Warners). Victoria expected the fifth week to go above \$20,000.

"THE CAINE MUTINY" (Columbia). Capitol reported \$20,000 for the 13th week.

"BETRAYED" (MGM). Loew's State was heading toward a \$27,000 second session.

Arbitration Draft Studied

NEW YORK—Stepped up activities on the proposed arbitration system of the Theatre Owners of America was indicated last week as the distributors' arbitration committee began its study of the tentative arbitration draft prepared under the direction of Herman Levy, TOA general counsel.

A meeting of the distributors committee was attended by Adolph Schimel, U-I; Al Lichtman, 20th-Fox; Abe Montague, Columbia; and Charles Reagan, MGM.

Schimel, counsel of the group, submitted the tentative arbitration draft and it will be studied by other distributor committee members for possible "refinements" and "suggestions." Schimel is expected to confer with Levy this week in preparation for a full meeting of the arbitration subcommittee, to be attended by exhibitor and distribution members.

Bank Executive Dies

HOLLYWOOD—Bernard Giannini, 43, vice-president, Bank of America, and since 1946 the motion picture industry's contact with the bank, died last fortnight in St. Vincent's Hospital after several months' illness.

He is survived by his wife, five children, and his mother.

President Lauds Plan For Korean Drive

NEW YORK—In a letter to Al Lichtman, Wilbur Snaper, and Sam Pinanski, co-chairmen, Council of Motion Picture Organizations, President Eisenhower last week expressed his gratification of the industry's decision to conduct audience collections the week of Oct. 4 for the benefit of the people of South Korea.

The letter stated, "I am delighted to know that this year many motion picture theatres will give their patrons an opportunity to contribute funds for the relief and rehabilitation of the Korean people through the American-Korean Foundation. Voluntary contributions by our people to this cause transcend by far in importance any relief afforded through governmental sources. The person-to-person demonstration of sympathy and faith through this private activity is of great help in welding a warm link of friendship between the American and Korean peoples. I hope you will express to your colleagues in the theatre industry my very best wishes to them in their fine endeavor."

Astor "Drives" For Savini

NEW YORK—The 50th Anniversary Drive honoring R. M. "Bob" Savini, president, Astor Pictures Corporation, was launched by Astor exchanges throughout the U.S. and Canada last week, with Harry Goldstone as captain.

Goldstone, head, Famous Film Exchange, Astor's exchange in New York, has announced that Sept. 1 through Nov. 30 has been set for the drive. Accessories, prizes, and campaigns will augment the campaign.

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Would Purchase Or Lease Houses To Give English Films "Fair Showing"; Blames Theatre Operators

LONDON—In what he termed an effort "to force a fair showing of British films in America," J. Arthur Rank, Britain's leading film figure, announced last week that the organization he heads plans to purchase or lease a number of U. S. theatres.

The decision to invade American exhibition is the result of Rank's long dissatisfaction with the failure of British product, particularly those made by Rank producers, to return what Rank and his managing director, John Davis, consider proper American revenue. At the same time, Davis said the group had no complaint against its American distributor, Universal-International, and placed the blame on "the American trade," meaning theatre operators.

It is understood that Davis will soon visit the U. S. "with a free hand to acquire as many theatres as necessary." Rank said the total would not necessarily be large, but it would be enough to "prove the entertainment value of British films."

Rank claimed that the U. S. is the only country in the world where British films are not getting general playing time on principal circuits.

The annual report of Odeon Theatres, Ltd., and subsidiary companies attests the headway scored by British films in world markets which now return 50 per cent of the total earnings of British pictures, but Rank commented that in the U. S., "I am sorry to report that the overall results continue to be unsatisfactory."

Rank's disclosure was greeted with enthusiasm by owners of closed theatres who see the venture as a chance to sell to the English magnate.

Indies Reelect Brandt

NEW YORK—Harry Brandt, head, Brandt Theatres, was reelected president, New York ITOA, last week. He has held the post since the association was formed in 1933.

Also elected were David Weinstock, first vice-president; Max A. Cohen, second vice-president; William Namenson, third vice-president; Julius Sanders, fourth vice-president; Leon Rosenblatt, treasurer; Edith Marshall, secretary; and John C. Bolte, Jr., sergeant-at-arms.

Elected members of the board were Richard Brandt, Samuel Einhorn, Norman Elson, Sam Friedman, J. J. Golden, Jack Hatten, Ben Knobel, Larry Kurtis, Murray LeBoss, Abe Leff, Martin Levin, Martin Lewis, Al Margolies, Walter Nitehold, Irving Renner, Ray Rhone and Jack Rochelle.

Membership approved the collection at the request of President Eisenhower for the people of South Korea.

Events in the current exhibitor action to repeal the new local five per cent admissions tax were outlined to the members by Miss Cecelia H. Goetz, Brandt attorney.

The International Scene

Canada

Star Appearances Bally New Films

TORONTO—Personal appearances in Canada recently by Bert Lytell and Ruta Lee to boost pictures certainly had its effect on the press and public relations of the industry.

People, it has been discovered, like to learn what their favorite celluloid artists look like. The press like to have an opportunity with those who have something to do with production.

Take a look at the results of Miss Lee's visit here on behalf of "Seven Brides For Seven Brothers." Chet Friedman, in charge of MGM publicity in Canada, raked in a total 20,000 lines of free publicity. That was in addition to the free air time he received from various disc jockeys all over the country.

Then came the appearance of Bert Lytell on behalf of "The Egyptian." Lytell visited Ottawa, Montreal, and Toronto, accompanied by Sam Glasier, chief, 20th-Fox press department. Everywhere Lytell went he had an opportunity of beating the drums, not only for the picture, but a general public relations job as well, because of his distinguished background in the field of motion pictures.

Dean of the Canadian motion picture critics, Morgan Powell, The Montreal Star, paid Lytell the honor of visiting with him in Montreal during a press and radio reception.

In Ottawa, he was the guest on a couple of radio programs, was also guest speaker at a service club luncheon, attracting one of the largest crowds for the weekly luncheon. He was guest of the Central Canada Exhibition and attended a press and radio reception.

A two-day stay in Toronto was hectic, highlighted by radio appearances and press and radio reception. Then it was out to the Canadian National Exhibition, where he was interviewed over the public address system, heard all over the grounds. He was a guest at a luncheon and taken on a tour of the grounds.

Canadian Comment

Something new in the way of clubs is being added to the motion picture industry here. This time it is the Women of the Motion Picture Industry. Organizer in Toronto is Anne Kaplan, Paramount's head office, Toronto. There are four clubs in the U.S., with a national convention scheduled for Dallas. The purpose of the club is "to promote a feeling of closer friendship and better relationship among the girls of the industry."

A physical distribution agreement has been reached between J. Arthur Rank Organization and Peerless Films, covering distribution in Saint John, Winnipeg, Calgary, and Vancouver. Toronto and Montreal will still be handled through Peerless offices, Joe Bermack, sales manager, will supervise Toronto, and Jack Roher,



London turned out full force recently to see Columbia's "The Caine Mutiny," with the film setting records for the long-run engagement.

general manager, will headquarter in Montreal.

A feature in the Weekend Picture Magazine shows a picture of Nicky Langston, manager, Odeon, London, Ont., with his projectionist, John McLeish. The feature is about a special breakfast held by a group of members of the congregation at St. Stephen's Memorial Church, near London, where the employees entertain the boss at breakfast, giving the employees an opportunity of meeting their bosses away from work. . . . Five regional meetings of Twentieth Century Theatres' executives and managers will take place in September. The first meeting is in Sudbury, followed by gatherings in Lindsay, Ottawa, London, and Toronto. . . . A new art-house policy is being adopted by the triple combination of Twentieth Century Theatres in Toronto, the Circle, Metro, and Esquire. . . . Carlton, Toronto, has been sold to the Canadian Broadcasting Corporation by B and F. . . . Safecracking is becoming quite a science as Ontario police are faced with five unsolved such crimes. The ring which operates in Ontario theatres has a system for cracking the cylindrical-type safes. . . . A downtown Toronto movie cashier was charged with being a public mischief after her boy-friend was charged with the theft of \$134 from the theatre. . . . Columbia is backing up "The Caine Mutiny" in Canada with a considerable amount of national advertising.

Leo Choquette, Quebec circuit operator, was named a director of Juno Metals Corporation. . . . Capitol, Moose Jaw, won The Times-Herald cup for the best front grounds in the annual competition of the local Horticultural Society. . . . Dominion Sound Equipment men have been busy in the west. There have been installations in Rothstein Theatres' Saskatoon Drive-In, as well as in the Lyric, Outlook, Sask.; Kenmore, Morden; Melita, Melita; Derrick, Virden; and Mayfair, Sioux Lookout, all in Manitoba. . . . The Ford Foundation has acquired rights from the National Film Board for its award-winning "Corral" for use on its TV "Omnibus" show. The film was shown in Canadian theatres, and employs only a musical background without any commentary. . . . A modernized Tivoli, Hamilton, has reopened to the tune of plenty

of promotion under the direction of manager Don Edwards, former manager, Nor-town, Toronto.

Operator of the Brockville Drive-In, Gerard Brown, came in for attention when he announced he had signed to coach a hockey team. This keeps him busy in the winter. . . . The Canadian Legion branch in Bienfait, Sask., has installed 100 seats in the Legion theatre. . . . Screen at the 300-car drive-in operated by Mike Pluhator and sons at Wadena, Sask., can be raised and lowered for the winter season or for repairs, by means of a winch and cable device. . . . Mrs. Mike, the woman made famous by the picture of the same name, is dead in Calgary. She was 73. She married a RCMP officer whose first name was Mike.

A 10-day visitor to Vancouver was Harvey Hunt, Odeon's head buyer and booker. . . . Benny Chechik, Mayer Enterprises, operators, Bay, Vancouver, is in Australia and is reported interested in ozone operations there. His brother, Max, just returned from a trip to eastern Canada. . . . Theatre operators received plenty of competition by showing of Canadian football on the TV screens on Saturday afternoons.

The Casino, the last stronghold of vaudeville in Canada, switched to a straight picture policy playing day-and-date with the Hollywood on Cardinal Films' import, "Companions Of The Night." . . . Cornelius J. O'Connell, manager, Eastview, Ottawa, suffered a seizure and died shortly after the attack while on a visit to the Central Canada Exhibition in Ottawa. He was 52. . . . Arrangements have been completed for the Red Feather Revue, held in aid of the Community Chest Drive of Toronto, and sponsored by Simpson's, a major department store, to be held at Shea's. . . . Theatres were showing the newsreels of the young Toronto swimmer who crossed Lake Ontario to a large audience because TV fell down badly on the job. . . . The Ottawa Children's Aid Society benefitted during the showing of "Three Coins In The Fountain" when manager Ray Tubman, Capitol, set up a mock fountain where people could throw their coins. . . . Barry Allen, head of the confections department, Premier Operating Corporation, is operating a refreshment stand at the Canadian National Exhibition.

Nat Taylor and Douglas V. Rosen, International Film Distributors, Ltd., have been appointed SRO representatives, and will handle "Duel In The Sun" in the Canadian territory.

St. John, N. B., won the Jack Labow Sales Drive for the six RKO exchanges throughout Canada, it was announced by Walter Branson, world-wide general sales manager. Combined billings of all exchanges hit 110.3 per cent of the quota for the six-week drive, tops for Canadian sales in RKO history. The St. John exchange, headed by Ken Snelgrove, was followed by Calgary, managed by Arthur Elliott, and Toronto, with Myer Nackim-son as manager. Other exchanges, with managers, included Winnipeg, Barry Myers; Montreal, Harry Cohen; and Vancouver, Jim Davie.

CINE CHATTER: Len Gouin gave free admission at two matinees to juveniles who presented labels from three cans of

(Continued on page 20)

**THE BOXOFFICE HISTORY
BEING RECORDED BY**



**IS
SIMPLY
BEYOND
WORDS !**



All Exhibs Can Join Tax Repeal Effort

NEW YORK—Queens Supreme Court Justice Charles S. Colden last week enlarged the temporary injunction barring the city from collecting breakage on admission tax receipts in excess of five per cent to include about 300 circuit and independent theatres whose operators filed about 150 affidavits seeking permission to intervene in the action.

Justice Colden told exhibitor attorneys and Stanley Buchsbaum, representing the city, that both sides should agree in the immediate future on how to handle the tax breakage fund, pending the decision on the fate of the injunction in a higher court. The ruling permits any exhibitor to become exempt from paying the breakage by filing a separate motion which will be granted by the court, Thomas Bress, Loew's attorney, explained.

Buchsbaum, opposing the intervention of additional parties to the injunction action, warned the court that other persons subject to the tax than theatre operators would also be free to intervene in numbers that may run into the thousands.

He also maintained that theatres have no right to hold onto the breakage in excess of five per cent and charged that exhibitors are seeking a windfall hoping that they will be able to retain the funds should the fraction of a cent ruling ultimately be declared invalid. Bress replied that theatres do not want the breakage and have shown their intentions by posting placards telling patrons to retain their ticket stubs in the event that a refund is in order.

The hassle continued without solution on what to do with the breakage, and Buchsbaum later said that exhibitor attorneys will submit to him in writing all plausible ideas for disposition of the breakage.

Other exhibitor attorneys in court were Cecilia H. Goetz, representing Brandt Theatres; George Raftery, representing RKO; Louis Weber, representing Skouras Theatres; and Mitchell Klupt, representing Century Theatres.

Bischoff Joins AA

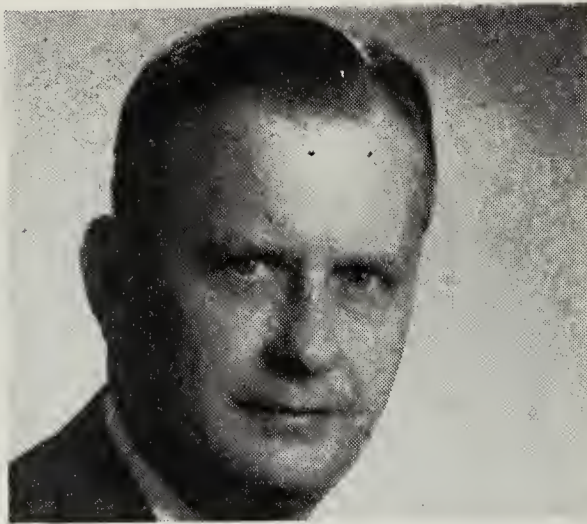
HOLLYWOOD—In line with Allied Artists' rapid expansion plans, Walter Mirisch, executive producer, revealed last week that Samuel Bischoff Enterprises, Inc., will produce two pictures annually over a three-year period for Allied Artists' release.

Bischoff will launch the new association with "The Phenix City Story," which deals with the recently widely publicized corruption in the Alabama city; and which should prove an exploitation natural.

German Pact Extended

NEW YORK—Eric Johnston, president, Motion Picture Association of America, disclosed last week that the present film agreement with Germany had been renewed for one year.

In reporting on his trip to Germany, Johnston told the MPAA board of directors that the new agreement extends to September, 1955, continuing the present voluntary import quota of 200 films made in the U.S.



E. O. Wilschke was recently appointed vice-president in charge of operations for Fine Sound, Inc. He formerly served with Altec.

Wilschke Joins Fine Sound

NEW YORK—G. L. Carrington, president, Altec Companies, and C. Robert Fine, president, Fine Sound, Inc., last week jointly announced the resignation of Elmer O. Wilschke, operating manager, Altec Service Corporation, to become vice-president in charge of operations, Fine Sound, Inc.

Wilschke, pioneer in the field of sound, joined Electrical Research Products, Inc., in 1928, following an association with Western Electric Company. During the early days of sound pictures he served in various capacities in this country and abroad. Upon formation of Altec Service Corporation in 1937, he became manager of the company's division office located in Philadelphia. From 1941 to 1946, during the course of World War II, he was plants manager of Altec Lansing Corporation in Los Angeles. Wilschke returned to Altec Service Corporation in 1946 as assistant to the vice-president. Since 1948, he has been operating manager.

Walker Heads Fund Campaign

NEW YORK—J. Miller Walker, RKO vice-president, last week accepted the chairmanship of the Motion Picture Committee of the Travelers Aid Society of New York. The group is in the midst of a fund-raising campaign.

Anti-Trust Suit Dismissed In Precedental Ruling

NEW YORK—In what was considered a precedent setting ruling, Federal Judge Archie O. Dawson last fortnight dismissed the anti-trust suit filed against four major distributors by the New Dyckman Theatre Company.

The ruling takes strong measures to eliminate irrelevant allegations by plaintiffs in such cases and calls for a preliminary pretrial to limit issues following defendants' answer to complaints.

The theatre company, operating the Dyckman, Manhattan, had asked \$325,000 damages from Warners, RKO, 20th-Fox and U-I. Judge Dawson dismissed the suit on the grounds that the complaint was redundant and immaterial and failed to comply with federal rules. The plaintiffs were granted 30 days in which to submit an amended complaint containing more "simple and concise allegations."

About People

NEW YORK—Appointment of Sheldon Gunsberg as managing director of specialized theatre operations for Walter Reade Theatres was announced last week by Walter Reade, Jr., circuit president.

Gunsberg, member of the publicity, advertising, and exploitation staff of U-I in New York, will make his headquarters temporarily at The Baronet, the circuit's deluxe art theatre.

In his newly created post, Gunsberg will supervise operation of The Baronet and other Reade interests in the specialized theatre field. He will screen and select film product from all available sources and will supervise and coordinate all advertising and publicity activities for The Baronet, as well as associated Reade art theatre interests.

He will also work with Continental Distributors, Inc., of which Frank Kassler is president. Continental, in which the Reade organization has an interest, is engaged in the distribution of specialized features and shorts.

NEW YORK—Industry participation in the Barney Balaban tribute went into high gear last week with the appointment of Robert M. Weitman, vice-president and director, American Broadcasting-Paramount Theatres, as chairman of the entertainment and program committee for the testimonial dinner honoring the Paramount president on Sept. 26, at the Waldorf-Astoria Hotel.

In announcing his acceptance, Weitman reported that Eddie Fisher and Grace Kelly will take part in the program at the testimonial dinner.

The appointments of Arthur L. Mayer, president, Independent Distributors of America, and Herman Gelber, president, Local 306, Motion Pictures Operators Union, as chairman of a special committee planning the testimonial was also announced.

NEW YORK—Eric Johnston, president, Motion Picture Export Association, announced last week the appointment of Alfred F. Corwin to work on an Association overseas information program.

Corwin, who has served as information director of the MPAA's New York office, will take over his new post in Hollywood. He will work with Clarke H. Wales, secretary, studio publicity directors committee, Association of Motion Picture Producers, and with the studios' international committee.

NEW YORK—Maurice Segal, who recently resigned as an account executive with the Norton and Condon public relations organization, joined the U-I home office advertising and publicity department to work under Jeff Livingston on publicity for J. Arthur Rank Organization productions, it was announced last week by Charles Simonelli, eastern advertising and publicity department manager.

Segal replaces Sheldon Gunsberg, who resigned to join the Walter Reade Theatres enterprises.

NEW YORK—Sol A. Schwartz, president, RKO Theatres Corporation, announced last week that at a meeting of the board, Dudley G. Layman was elected financial vice-president. Layman is also a director.

look who's dating



BRANDEIS, Omaha • **MALCO**, Memphis • **EMPIRE**, Portland, Me.
PALACE, Cleveland • **ORPHEUM**, Des Moines • **CENTER**, Charlotte
ALHAMBRA, Milwaukee • **STATE**, Syracuse • **PLYMOUTH** and
WEST BOYLESTON Drive-In, Worcester • **COLONIAL**, Erie
RIVOLI, Toledo • **STRAND**, Providence • **RODEO** Drive-In, Tucson
CAPITOL, Trenton • **MAYFAIR**, Baltimore • **EMPIRE**, Fall River
PARAMOUNT, Los Angeles • **ROGER SHERMAN**, New Haven
COLONIAL, Allentown • **REGENT**, Grand Rapids • **COLONIAL**,
Dayton • **ST. FRANCIS**, San Francisco • **COLONY**, Raleigh

starring

JEAN SIMMONS • RORY CALHOUN • STEPHEN McNALLY • BRIAN AHERNE

Screen Play by THAMES WILLIAMSON and CASEY ROBINSON

Music Written and Conducted by DIMITRI TIOMKIN • Produced by HOWARD WELSCH • Directed by JOHN FARROW

A JOHN FARROW PRODUCTION • A COLUMBIA PICTURE • Color by TECHNICOLOR

Columbia

HITS THE TARGET AGAIN!



This Was The Week When

Artur Gray, Jr., president, Michael Myerberg Productions, announced that "Hansel And Gretel," in a new animation process, would bow on Oct. 10 at the Broadway, New York. . . . The Roxy announced that "The Egyptian" will be followed by 20th-Fox's "Woman's World," "Desiree," and "There's No Business Like Show Business." . . . Producer Herman King returned from a European tour and opined that American films will do increased business in the next few years. . . . UA's "Suddenly" bowed at Loew's State, Cleveland, and Loew's, Houston, Tex., and Syracuse, N. Y. . . . UA announced that fight films were in Metropolitan theatres less than 24 hours after completion of the event.

Arthur B. Krim, UA president, and Arnold M. Picker, vice-president in charge of foreign distribution, were welcomed to Japan by industry officials on the first leg of their Far East tour. . . . MGM announced that starting on Oct. 7 and 8, it would test two reissue packages in five Loew's situations, namely "Father Of The Bride" and "Father's Little Dividend," and "Battleground" and "Asphalt Jungle." . . . Walter Branson, RKO world-wide sales manager, announced that "This Is My Love" would go into release on Oct. 27. . . . RKO's documentary, "Africa Adventure," was set to bow the last week of this month at the Normandie, New York, and the Hyde Park, Cincinnati. . . . R. M. Savini, Astor president, announced that J. Arthur Rank's "Turn The Key Softly" was snaring first-run bookings all over the country.

Konecuff

(Continued from page 4)

for the mass public and whether or not it would be enjoyed by the majority. They also try to steer clear of controversial films. Descriptive copy is used rather than critical comment.

The selection for September is "The Egyptian."

TRIVIA DEPARTMENT: A Piute Indian named Ta-wah-yi will act as official weatherman on all future Hecht-Lancaster outdoor motion pictures, it says in this juicy release we have been saving for the rainy season. It seems he did such a good job forecasting for the production crew making "Apache" that they came to prefer him to scientific reports from the weather bureau. Incidentally his blood brother, Ma-x-yo-ng-ste-in, is a pretty good forecaster, too. . . . Agnes Moorehead was heard to decry about always having to play roles as "somebody's something" as she went into "The Conqueror" to play John Wayne's mother. After that she was to go to 20th Century-Fox to play Susan Hayward's companion in "Untamed" which was to be followed by a role as Bert Lahr's wife in "Spring Song" at U-I. Wonder what she's complaining about. She's working steady. Guess the press agent who dreamed this one up must have had a slow day. . . . "Suddenly" features two singers who don't sing a note, namely, Frank Sinatra and Nancy Gates. . . . The gala world premiere of "The Barefoot Contessa" will attract loads of celebrities at the Capitol on Sept. 29th but only one will be Barefoot. He is Redin Barefoot, assistant manager, Drake Hotel, where Ava Gardner will be staying for her three weeks in town. Anyone got a deadly weapon not doing anything for use on a certain UA press agent??? . . . We came across a piece in the paper recently which revealed the secret of success of Ralph Stolkin, one-time brief co-owner of RKO Radio Pictures, to wit: "You've got to do something about something all the time. You must take a positive attitude rather than think that nothing can be done." Guess the man knows what he's talking about since he's actively making money from oil wells, real estate, cattle ranch-

ing, radio and TV stations, greeting cards, and the manufacture of TV tubes.

THE METROPOLITAN SCENE: Like Charlie Levy at Walt Disney says: "If the publicity in the national magazines, newspaper supplements, Sunday newspaper roto and feature sections, juvenile publications, special service book, feature syndicates, wire-photo and photo services can be used as a yardstick, the pre-release campaign for '20,000 Leagues Under The Sea' will be 'The Mightiest Motion Picture Campaign Of All.'" A breakdown is sent along as proof. . . . Our best wishes to Al Corwin on his new job handling the overseas information program for the Motion Picture Export Association. He starts early in October working out of Hollywood. He moves over from his present spot as information director of the MPAA's New York office. A nice guy. . . . Murray Segal, who recently resigned as account executive with the Norton and Condon public relations organization, has joined the home office advertising and publicity department of U-I to work under Jeff Livingston on publicity for the J. Arthur Rank Organization film productions. . . . George Hoffman, ASCAP controller, celebrates his 25th year with the society this month. He's worked in every phase of the Society's operation starting as a field representative. . . . Incidentally, the ASCAP softball team lost to Decca Records during a recent contest. . . . UA is equipping its home office projection room for anamorphic projection now that CinemaScope becomes a part of that company's future. . . . Bill Moclair, Roxy managing director, announces that four 20th Century-Fox CinemaScope features have been booked for the near future for playoff at that house, "Woman's World," "Black Widow," "Desiree," and "There's No Business Like Show Business," which should keep patrons coming and happy. . . . Added note: The 3,500,000th patron of CinemaScope pictures at the Roxy was expected to buy his or her ticket this past weekend. . . . Okeh pressbooks are out on "Fire Over Africa" and "Jesse James' Women," and Warners has come up with something really special on "A Star Is Born," bearing a gold seal, yet!

MPAA Approves Code Revisions

NEW YORK—The MPAA board approved last week several amendments to the Motion Picture Production Code, recommended by Joseph I. Breen, Code administrator.

One amendment lifted the prohibition on the treatment of miscegenation and instead included it in the Code section that lists screen subjects to be treated "within the careful limits of good taste."

The board also approved a revision placing the use of liquor on the screen in the same section calling for treatment "within the careful limits of good taste." In the past, the subject had been included with "crimes against the law."

Eliminated as no longer necessary was a paragraph stating that "methods of smuggling should not be presented."

The board also approved the elimination of several words from the section dealing with profanity. Words and subjects eliminated were "hell," "damn," "fanny," "hold your hat" or "hats," "nerts," "tom cat (applied to a man)," "traveling salesman and farmer's daughter jokes."

A qualifying paragraph states, "It should also be noted that the words 'hell' and 'damn,' if used without moderation, will be considered offensive by many members of the audience. Their use, therefore, should be governed by the discretion and the prudent advice of the Code administration."

The title of the Code section previously headed "Repellent Subjects" was changed to one entitled "Special Subjects." Elimination of the previous bans on "branding of people or animals" and "apparent cruelty to children or animals" from this section also was approved.

Charles Skouras Wins Suit

LOS ANGELES—Upholding the good faith and propriety of the actions of theatre executive Charles P. Skouras and other members of Los Angeles' Greek colony in the construction and use of the \$2,000,000 Saint Sophia Greek Orthodox Cathedral, Superior Court Judge McIntyre Faries last fortnight ordered judgment in their favor in the action brought against them by a group who differed on means of administering the project

The International Scene

(Continued from page 6)

a certain dog food during the run of "Pinocchio" at the Capitol, Peterboro. . . . Intruders did a thorough job when they broke into Jack Hunter's Delta, Hamilton, Ont., robbing the candy counter, beverage dispenser, the ice cream cooler, and a vending machine. They were not selective, taking both cash and merchandise.

England

In London, Tom O'Brien, returning from a trip to the U. S., forecast the formation of a permanent Anglo-Hollywood film council before Christmas. O'Brien, member of Parliament and general secretary, NATKE, British industry labor group, predicted a new era of friendship between the unions of the two countries.

THE MAN WITH A MILLION

→ IS THE EXHIBITOR PLAYING

GREGORY PECK

in MARK TWAIN'S

MAN WITH A MILLION

In Color By **Technicolor**



WASHINGTON—Trans-Lux—10 Weeks
NEW YORK—Sutton—9 Weeks
BOSTON—Beacon Hill—8 Weeks
BALTIMORE—Playhouse—8 Weeks
PHILLY—Trans-Lux—6 Weeks
CHICAGO—Monroe—6 Weeks
DENVER—Aladdin—2 Weeks
ATLANTA—Rialto—2 Weeks
MINNEAPOLIS—World—2 Weeks

WATCH
the new engagements opening up do the same smash holdover business

GREGORY PECK in "MAN WITH A MILLION"

Color by TECHNICOLOR with RONALD SQUIRE • A. E. MATTHEWS
WILFRID HYDE WHITE and JANE GRIFFITHS • Screenplay by JILL CRAIGIE • Directed by RONALD NEAME • Produced by JOHN BRYAN • Based on Mark Twain's Story "THE MILLION POUND BANK NOTE" • A. J. Arthur Rank Organization Presentation



MGM Completes 1954 Film Schedule

NEW YORK—MGM last week completed its releasing schedule for the calendar year by adding six new pictures and four reprints to the number previously announced for release between January and September, making a total of 29, exclusive of "Julius Caesar" and "Brigadoon," which are being given "special handling." Of the six new pictures, four are in Technicolor, making a total of 20 in color for the year.

This compares with a total of 46, including the general release of "Quo Vadis," for the 1953 calendar. Of this total, 19 were in color. In the 1954 schedule, four pictures are in CinemaScope as compared to two 3-D pictures released in the previous year.

Starting October, "Rogue Cop," starring Robert Taylor, Janet Leigh and George Raft, will head the list of releases and will be followed by "Beau Brummell," starring Stewart Granger and Elizabeth Taylor, in Technicolor. Two reprints scheduled include "A Woman's Face," starring Joan Crawford and Melvyn Douglas, and "Dr. Jekyll and Mr. Hyde," starring Spencer Tracy and Ingrid Bergman.

For November, there will be "Athena," starring Jane Powell, Debbie Reynolds, Edmund Purdom, and Vic Damone, leading off the list, and "The Last Time I Saw Paris," with Elizabeth Taylor, Van Johnson and Donna Reed. Both are in Technicolor. There also will be two reprints, "Tarzan and the Ape Man" and "Tarzan Escapes," both starring Johnny Weismuller and Maureen O'Sullivan.

For December, there will be "Crest of the Wave," starring Gene Kelly and Jeff Richards, and "Deep In My Heart," in Technicolor, starring Jose Ferrer, Helen Traubel, and Merle Oberon.

Disney Names Margolies Firm

NEW YORK—Albert Margolies and Company has been named special publicity and public relations consultant for Walt Disney Productions, it was announced last week by Leo F. Samuels.

The association is on a term basis and supersedes the picture-to-picture campaigns on which Margolies has been operating for more than a year.



Montague Salmon, executive director, Rivoli, New York City, was the guest of honor at a recent testimonial luncheon arranged by the 20th-Fox Family Club. Jack Miller, president, presented Salmon with a plaque. Seen, left to right, are Leo H. Israel, vice-president; Miller; Salmon; and Ulric Bell, last year's president.

UA Joins MPAA; Will Support Code

NEW YORK—Eric Johnston, president, Motion Picture Association of America, announced last week that United Artists has rejoined the organization as a member company.

In announcing the approval of the membership application by the board, Johnston stated, "The Motion Picture Association welcomes United Artists to its membership. I think the strength and the vision and the leadership which United Artists brings to the Association will help all of us to increase the stature and the status of the motion picture industry at home—and all around the world."

Robert S. Benjamin, chairman of the UA board, said in a statement that "we are delighted to participate once again in the services and activities of the Motion Picture Association. We have always made it clear that we are in favor of self-regulation by voluntary agreement as the best method to promote good taste in motion pictures. At the same time, we are interested in the constant growth of the motion picture as a medium of entertainment. We believe this can be accomplished within the framework of the Code . . . If we find it cannot be done, we are free to resign from the Association."

United Artists had resigned from the Association in 1947, before the present management took over.

Formal Trade Shows Seen On Way Out

NEW YORK—It was learned last week that the major film companies had decided to adapt a trade screening policy similar to that used by "the little three," U-I, Columbia and UA, all along; that is of showing product upon demand of exhibitors.

Reasons given were poor attendance at the heretofore regularly announced screenings; demands of circuits for screenings of their own at times better suited to them; and the fact that exchange screening rooms were not equipped for the new processes such as CinemaScope, etc. It was also looked upon as an economy measure.

For some of the bigger pictures, it was indicated, the companies will hold future trade screenings in theatres equipped for whatever medium they may be in. These, as in the past, will be invitational affairs.

The policy of showing "on demand" always was considered in compliance with the consent decree.

MGM announced that effective with "Rogue Cop," it was discontinuing its policy of trade screenings. The company estimated that the screenings cost approximately \$1,500,000 per year.

Stars Join Balaban Salute

NEW YORK—It was announced last week by chairman Samuel Markle that leading Hollywood stars and entertainment world figures are joining top industry and allied trade leaders in the "\$1,000,000 tribute" to Barney Balaban, Paramount president, being sponsored by the Metropolitan Council of B'nai B'rith on Sept. 26 at the Waldorf-Astoria Hotel. Reservation will be by purchase of \$1,000 in State of Israel Development Bonds.

The most recent additions to the dinner cabinet are Jack Benny, Eddie Cantor, Bing Crosby, Bob Hope, Grace Kelly, Janet Leigh, Jerry Lewis, Dean Martin, Sophie Tucker, General John Reade Kilpatrick, president, Madison Square Garden Corporation, and Nat Lefkowitz, William Morris Agency.

Europe Ripe For Cinerama

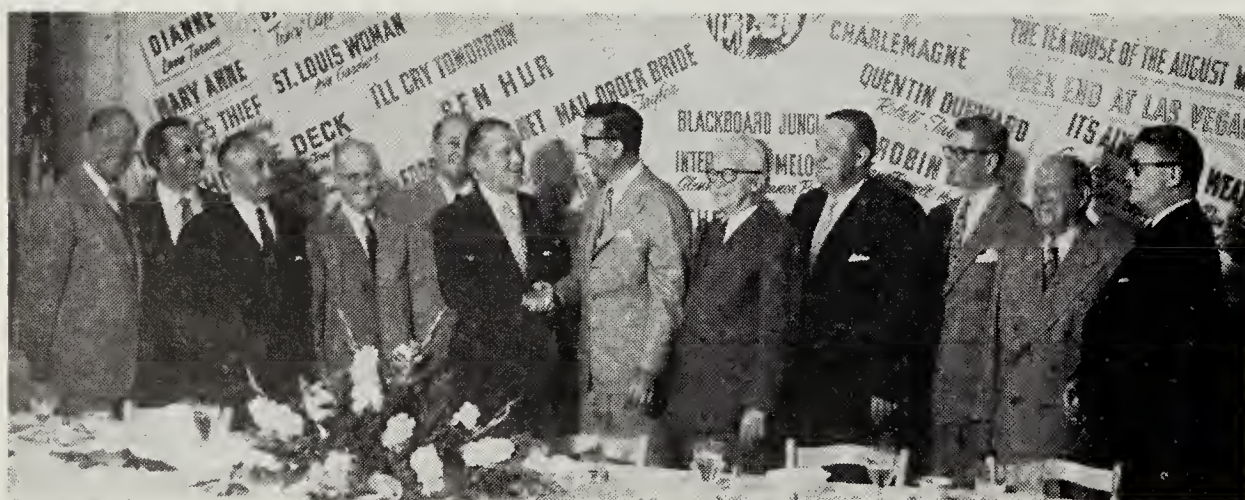
NEW YORK—"Every capitol in Europe and some of the largest cities are ripe for Cinerama," declared Sam Rosen, executive vice-president, Stanley Warner Corporation, returning last week from a six week's survey of the Continent and the British Isles. He was accompanied by Mrs. Rosen.

Rosen was in London for conferences on the opening of "This Is Cinerama" at the Casino and visited Paris, Stockholm, Oslo, Copenhagen, and Dublin.

Two Week Limit Killed

CHICAGO—Federal Judge Michael L. Igoe last week signed an order permanently removing the two-weeks' limitation on first runs in the Loop from his original 1947 Jackson Park decree.

The Judge was advised by counsel for Balaban and Katz and for the Jackson Park that the parties had met during the summer and worked out an agreement on this phase of the decree, which otherwise remains in effect.



In the executive dining room at the MGM studios in Hollywood, Dore Schary, studio head, recently greeted Charles Reagan, general sales manager, and other sales and promotion executives of the company. Four days were spent working out sales and promotional policies for recently completed films and learning of plans for future productions. From the left are seen Si Seadler, advertising manager; Dan Terrell, eastern publicity director; Rudolph Berger, Washington; John J. Maloney, Pittsburgh; J. P. Byrne, New York; Reagan; Schary; E. M. Saunders, assistant general sales manager; Burtus Bishop, Jr., Chicago; John S. Allen, Dallas; George A. Hickey, Los Angeles; and Mike Simon.

Miscellaneous

In The Newsreels

IN ALL FIVE:

Atlantic City, N. J.: Miss America.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 76)
 Denver: President Eisenhower confers with security heads. Algeria: Earthquake. India: Bengal floods. Hollywood: Ed Sullivan pays honor to Darryl F. Zanuck. Toronto: Girl first to swim Lake Ontario. Germany: Kayak skippers race cataract.

NEWS OF THE DAY (Vol. XXVI, No. 206)

Atlantic Coast: Hurricane Edna. Algeria: Earthquake. Denver: President Eisenhower confers with security heads. San Francisco: "Mighty Mo" headed for mothball fleet. Germany: Police parade. New Brunswick: Sardines by the millions. Oklahoma: Prison rodeo.

PARAMOUNT NEWS (No. 9) Walter Air Force Base, N. M.: B-36, world's largest bomber. Barksdale, La.: B-47, world's fastest bomber. Germany: Police parade. San Francisco "Mighty Mo" headed for mothball fleet. France: Ted May fails to swim English Channel. Toronto: Girl first to swim Lake Ontario.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 604) Algeria: Earthquake. Atlantic Coast: Hurricane Edna. Denver: President Eisenhower confers with security heads. New Brunswick: Sardines by the millions. Los Angeles: 49'ers down Rams.

WARNER PATHE NEWS (Vol. 26, No. 11) Atlantic Coast: Hurricane Edna. Denver: President Eisenhower confers with security heads. Pakistan: Italians scale second highest peak. Algiers: Earthquake. Toronto: Girl first to swim Lake Ontario.

NOTE: In all reels, except Paramount Philadelphia and Pittsburgh only: Harrisburg, Pa.: Pennsylvania Week proclaimed by Governor Fine.

IN ALL FIVE:

Manila: Eight nations sign Southeast Asia defense pact. Indo-China: Reds release General de Castries; U.S. ships carry refugees to freedom.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 75)
 Denver: President Eisenhower awards Medals of Honor. Japan: Survivors tell of Red attack on plane off Siberia. England: Britain exhibits new jet planes. Chicago: Marian Year tribute. New York City: Harvest Moon ball at Madison Square Garden.

NEWS OF THE DAY (Vol. XXVI, No. 205)
 Denver, Colo.: President Eisenhower starts new atom plant. England: Britain exhibits new jet planes. Huntington, Cal.: Twin convention. Forest Hills Stadium, L. I.: Seixas wins tennis title for U.S. Fort Bragg, Cal.: Climbing championship.

PARAMOUNT NEWS (No. 8) Korea: War dead exchanged. Ireland: Plane crashes into River Shannon. Fort Bragg, Cal.: Climbing championship. New York City: Harvest Moon ball at Madison Square Garden.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 603) Ireland: Plane crashes into River Shannon. Korea: War dead exchanged. Denver, Colo.: President Eisenhower awards Medals of Honor. Huntington, Cal.: Twin convention. Blaine, Wash.: Salmon jackpot. Atlantic City, N. J.: "Miss America" pageant launched.

WARNER PATHE NEWS (Vol. 26, No. 10)

Columbia Asks Injunction To Stop Picketing

MINNEAPOLIS—Columbia last week filed in Federal District Court a petition for a temporary injunction to restrain North Central Allied Independent Theatre Owners and 20 individuals from picketing their local exchange.

The picketing, for which North Central Allied has not formally admitted responsibility, is in protest against Columbia picture terms, particularly those involving "The Caine Mutiny."

Korea: War dead exchanged. Japan: Survivors tell of Red attack on plane off Siberia. Ireland: Plane crashes into River Shannon. England: Britain exhibits new jet planes. Atlantic City, N. J.: "Miss America" pageant launched. Forest Hills Stadium, L. I.: Seixas wins tennis title for U. S.

NATIONAL LEGION OF DECENCY

Sept. 9, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "African Adventure" (RKO); "Bengal Brigade" (U-I); "Hansel And Gretel" (Myerberg); "High And Dry" (U-I); "Jungle Gents" (AA); "Killer Leopard" (AA); UNOBJECTIONABLE FOR ADULTS: "The Steel Cage" (UA); "Suddenly" (UA); OBJECTIONABLE IN PART FOR ALL: "Bread, Love and Dreams" (Italian) (Titanus); "The Egyptian" (20th-Fox); "Rogue Cop" (MGM); "The Earrings Of Madame De" (Arlan) (French-made); "Shield For Murder" (UA).

Fox Petitions FCC For Pay-TV Approval

NEW YORK—Matthew Fox, well-known TV and motion picture executive, president, Skiatron TV, Inc., last week petitioned the government to provide television with a "subscriber" source of revenue to broaden its economic base and its service to the public.

Skiatron TV is the holder of an exclusive world-wide franchise to operate "Subscriber-Vision." Citing rapidly disintegrating financial situation of the nation's Ultra-High Frequency station, causing concern both in Congress and the Federal Communications Commission, Fox asked that his company be granted permission to start "pay-as-you-see" broadcasting to American homes as the best and most immediate method of solving the U.H.F. problem.

The petition asked that the FCC modify its regulations to permit broadcasting of home "pay-as-you-see" television for a maximum of 35 hours per week, and limit such permission to U.H.F. stations only for the next three years to help overcome their present economic plight.

Circuit Celebrates Anniversary

KANSAS CITY—The 25th anniversary of Fox Midwest Amusement Corporation was marked last week with a silver anniversary convention at the Elms Hotel, Excelsior Springs, Mo. Elmer Rhoden, president; and many managers and executives have been with the circuit from its beginning.

BETTER MANAGEMENT

*Valuable Exploitation Keys
To Profitable Merchandising*



Warners' "Dragnet" recently brought out crowds to the Chicago, Chicago, which resulted in a record opening day, see photo on left. Jack Webb made personal appearances opening day only, and is seen, center, with

Nat Platt, Balaban and Katz, and writer Richard Breen; while on the right is a shot of crowds outside Webb's dressing room between the shows. Top notch exploitation campaigns boosted the film's gross in all play dates.

Beauticians Promote "The French Touch"

NEW YORK—Two thousand greater New York beauty-shop owners were enlisted by Times Film Corporation as volunteer "promoters" of the new Fernandel film, "The French Touch," which opened its premiere American engagement at the World.

The unique promotion tie-in, which hinges on the fact that Fernandel plays the part of a famous Paris hairdresser in the new comedy import, also reached the 7,000 beauticians from all over the United States and Canada in town to attend the annual Hair Trades Show put on by the National Association of Hairdressers and Cosmetologists at the Hotel Statler, thus opening the way for similar exhibitor tie-ups with local beauty associations throughout the country.

Accompanying the display piece was a letter quoting the association's endorsement of the picture as "a great plug for the profession" and urging that beauticians recommend it to their customers. Figuring that each shop handles an average of 150 customers a week, Times Film vice-president William Shelton estimates that it is reaching a receptive audience of some 300,000 women in a seven-day period for the most personalized and individualized word-of-mouth campaign ever built up for a foreign language film.

The campaign was planned and executed by James D. Proctor and his new associate, Johanna Grant, formerly of IFE, who have been retained by Times Film Corporation to handle public relations for the organization's entire release list.

The campaign has proven quite successful as the film opened strong and an excellent engagement seemed assured.

Webb's Voice Aids "Dragnet"

AUBURN, N. Y.—Jack Mitchell, Schine's Auburn, recently pulled an inexpensive gimmick as advance promotion on Warners' "Dragnet" which anyone can duplicate easily.

Says Mitchell, "Right after the feature was over I set a mike at the corner of the stage and behind the mike I stood a figure cutout of Jack Webb. I had the operators play the record of the announcement of 'Dragnet' with Jack Webb's voice over the PA system. I used only the red foots for anything brighter would have taken away the sudden shock of seeing Webb on the stage. This was set up very easily before the picture ended so that no one noticed it. When the recording started and the red foots hit the cutout of Webb standing behind the mike, the response was just like the patrons had actually seen Webb in person. This, of course, they realize is not true a few seconds after it starts, but the sudden impact it has is sensational. I am going to do this over the weekend at my peak business hours. It also gets the message across, for they sit and listen to every word he says. At the same time I announce playdates."



Capitalizing on every aspect of the production, IFE exploiters have effected a tie-up with Vincent and Joseph beauty salons which have created "The Cheops Cut" to hail the company's color opera-film "Aida." In two styles, one is known as "The Exotic Egyptian" and the less stylized version, "The Modified Egyptian." Co-op ads will be run throughout the country.

Kilted Scots Bally MGM's "Brigadoon"

NEW YORK—MGM will go all out in its campaign on behalf of "Brigadoon," it was announced last week by Howard Dietz, vice-president and director of advertising, publicity, and exploitation.

To start the ball rolling, Emery Austin, in charge of field press representatives, has set up two separate tours where Scottish personalities will meet the press, exhibitors, and make appearances where they can discuss Scot fashions, customs and "Brigadoon."

Commander K. D. Ian Murray, R.N., born in the Highland village of Tullibardine, Perthshire, Scotland, acted as technical advisor on the film and has been engaged to make one of the tours. He started in Boston and will visit Philadelphia, Baltimore, Richmond, Norfolk, Charlotte, Atlanta, Memphis, New Orleans, Houston, Dallas, and Chicago, before returning to the coast where he makes his home. He will wear kilts on the tour and discuss Scottish legends, customs, etc.

The second tour got under way at Washington, with two Scot lassies, "greeters" as they are called. They are Pat Gow and Olive Henderson, who are employed by Scandinavian Airlines as "hostesses." They will appear in their native dress of tartan and kilts and distribute free to all they meet real Scot ties and sprigs of heather. They also will appear on TV, radio, and make themselves available for newspaper interviews and personal appearances where they can acquire publicity on behalf of "Brigadoon."

"Pharaohs" In Life

NEW YORK—Headed "A Great Event Repeats Itself," a recent issue of Life magazine devotes seven pages of pictures to Warner production, "Land Of The Pharaohs," which was filmed in Egypt with Howard Hawks directing and producing. Story accompanying picture tells of the difficulties overcome in producing the CinemaScope-WarnerColor picture and of the many ancient scenes recreated in the motion picture.

DEAL DIRECT AND SAVE
on Quality Theatre Equipment
Factory-to-you Values on the BEST for Drive-ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE.

First American products, inc.
1717 Wyandotte St., Kansas City 8, Mo.

CINEMASCOPE

is

one

year

young!

The sunshine of hope and confidence
has dispelled the fear and gloom that hung
over the motion picture industry before
the advent of CinemaScope.
Have you looked at your boxoffice receipts lately?



CINEMASCOPE FIRST ANNUAL REPORT

SEPTEMBER 16, 1954

Number of CinemaScope
theatres, United States
and Canada 8,100

Number of CinemaScope
theatres, worldwide . . . 11,100

Estimated theatre investment
in CinemaScope equipment
Domestic \$66,875,000
Foreign 16,500,000

Number of CinemaScope
pictures
Now in release, in production
or preparation 84
To be produced abroad . . . 10
Already produced abroad . . 3

TOTAL . . . 97



Seen in Nice, France, inspecting CinemaScope's anamorphic lens are, left to right, Spyros P. Skouras, 20th-Fox head; French optical professor Henri Chretien; and Earl I. Sponable, research director of the film company which introduced the process which was destined for immediate success.



It was on Sept. 16, 1953, that the first giant CinemaScope production by 20th-Fox, "The Robe," lit up the sky over New York's Times Square as the film had its debut at the Roxy. It rocketed to record grosses and is still going strong at boxoffices everywhere. This was an era's beginning.

C'Scope's First Year Satisfies; Top Films Planned For The Future

NEW YORK—The first anniversary of CinemaScope finds Twentieth Century-Fox looking back with pride and satisfaction on the medium's infancy, and looking ahead with vigor and assurance to its bright future.

Even before the now legendary launching of "The Robe," the studio had already completed production on two other features which were destined to be among the company's biggest hits. These were "How To Marry a Millionaire" and "Beneath the 12-Mile Reef," the former marking the first CinemaScope appearance of Marilyn Monroe, the latter embarking CinemaScope on a round-the-world tour of on-the-spot location trips.

The massive picturization by Frank Ross of Lloyd C. Douglas' modern classic, "The Robe," established CinemaScope for spectacle; "Millionaire" quickly proved CinemaScope's efficacy for intimate, revealing close-up; and "12-Mile Reef" stated the case for the ability of the revolutionary anamorphic process to transport an audience to actual far-away places.

The dozen successive CinemaScope triumphs from 20th-Fox completing the first year's output included "King of the Khyber Rifles," "Hell and High Water," "New Faces," "Night People," "River of No Return," "Prince Valiant," "Garden of Evil," "Demetrius and the Gladiators," "The Royal Tour of Queen Elizabeth and Philip," "Broken Lance," "Three Coins in the Fountain," and, rounding out the unprecedented line-up, Darryl F. Zanuck's own first production in CinemaScope, and his first personal offering in two years, the Mika Waltari best-seller, "The Egyptian."

With "The Egyptian" an acknowledged triumph and a fitting observance of the first anniversary of CinemaScope, 20th-Fox is already engaged in product plans for a second year and beyond which are expected to eclipse the boxoffice records and world-wide acceptance attained by CinemaScope's first year.

Among the films it will release during the balance of 1954, teeing off the second year of CinemaScope, is one of the year's most eagerly awaited, "Desiree," co-starring Marlon Brando, in his first appearance after "On the Waterfront," as Napoleon; Jean Simmons in the title role;



Spyros P. Skouras, president, 20th-Fox, and Mrs. Skouras are seen arriving at the Roxy, New York City, for the world premiere of "The Egyptian," the CinemaScope production which marked the end of the first year of the use of the process.

Merle Oberon, Michael Rennie, and Cameron Mitchell.

Other late 1953 releases include "Woman's World," sophisticated comedy-drama with Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, and Cornel Wilde; "The Adventures of Hajji Baba," produced by Walter Wanger; and the thriller, "Black Widow," starring Gene Tierney, Ginger Rogers, Van Heflin, and George Raft.

Climaxing this period will be the company's greatest musical effort and the costliest musical ever made, Irving Berlin's "There's No Business Like Show Business," starring Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, and Mitzi Gaynor.

Early 1955 will see such promising CinemaScope offerings as "The Racers," filmed in Italy and starring Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, Lee J. Cobb, and Charles Goldner; "Untamed," filmed in South Africa and starring Tyrone Power and Susan Hayward; "Carmen Jones," starring Harry Belafonte, Dorothy Dandridge, and Pearl Bailey; and Richard Burton as Edwin Booth in the best-selling book, "Prince of Players," in which Maggie McNamara, Raymond Massey, Charles Bickford, and Eva Le Gallienne also appear and John Derek plays John Wilkes Booth.

Progress Continues As Medium Grows

NEW YORK—Like the March of Progress, the March of CinemaScope continues ever to go forward.

Today, just one year since the world was first introduced to the revolutionary new motion picture device at the world premiere of "The Robe" at New York's Roxy, CinemaScope not only has revitalized the industry, but has brought a newer, freer, and easier way in production.

Ever alert to the continuing need for improvement in the techniques of CinemaScope, Spyros P. Skouras, president, 20th-Fox, and the optical firm of Bausch and Lomb instituted a broad development program for the production of improved anamorphic camera lenses, having very markedly improved resolving power; better depth of field; better relative definition at the edges of the field; improved corrections of optical aberrations, particularly lateral distortions; a very much improved mechanical mounting which makes the objective lens and the anamorphic components simultaneously adjustable from a single control; and a very extended assortment of focal lengths, making for complete flexibility of choice on the part of the cameraman and director.

The months ahead will bring forth Marilyn Monroe in the Broadway comedy sensation, "The Seven-Year Itch," co-starring Tom Ewell in his original stage role; Fred Astaire and Leslie Caron in a new musical comedy version of "Daddy Long Legs"; James Stewart and Jane Russell in "Jewel of Bengal"; the introduction to stardom of Sheree North, sensation of "Living It Up," in "Pink Tights;" the best-selling biography of Peter Marshall, entitled "A Man Called Peter," to star Richard Todd and Jean Peters; the two-year Broadway musical wonder, "Can-Can," by Cole Porter and Abe Burrows; and the distinguished Rodgers and Hammerstein musical play, "The King and I," which has been running on Broadway and on tour for almost four years.

For its second anniversary of CinemaScope a year hence, Twentieth Century-Fox hopes to have completed its forthcoming production of Fulton Oursler's masterpiece, "The Greatest Story Ever Told," destined to be the next milestone by which progress in the motion picture industry will be measured.

Over 90% of all theatres and drive-ins showing CinemaScope... use Bausch & Lomb cylindrical anamorphic attachments

Here's why:

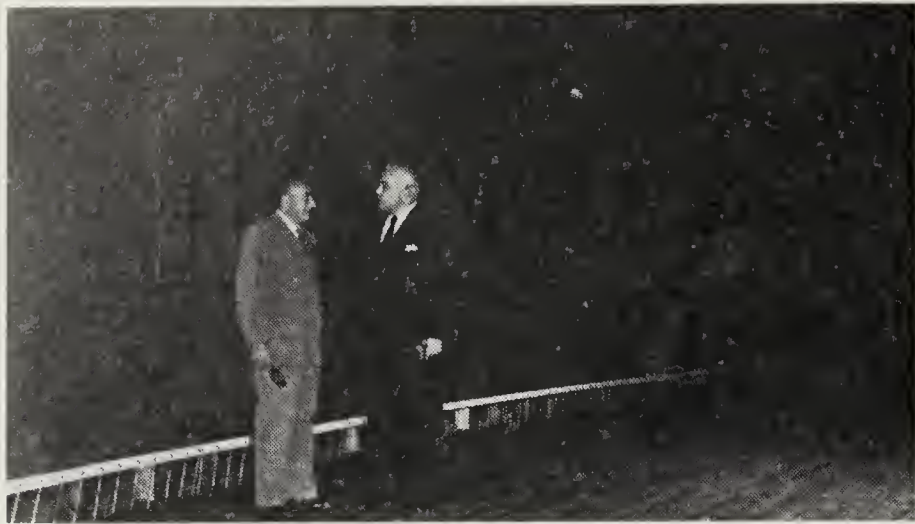
- Highest light transmission of all anamorphic attachments — for clearest, most enjoyable screen picture.
- No blur, no distortion! Detail is sharp, magnification is uniform, picture is pleasing throughout screen area.
- Matched lens design, for perfect pairing with B&L *f*/1.8 Super Cinephor, world's fastest projection lenses.
- Complete line, including the only anamorphic lens specially made to match 4" projection lenses without vignetting.
- Easier to install—lenses screw right into perfect alignment.
- Minimum maintenance—completely sealed unit.
- Dependable factory service for full life of lens.
- Recommended by CinemaScope producers.

Ask your dealer for a private demonstration on your own CinemaScope screen. (In Canada: General Theatre Supply—Main Office, Toronto.)

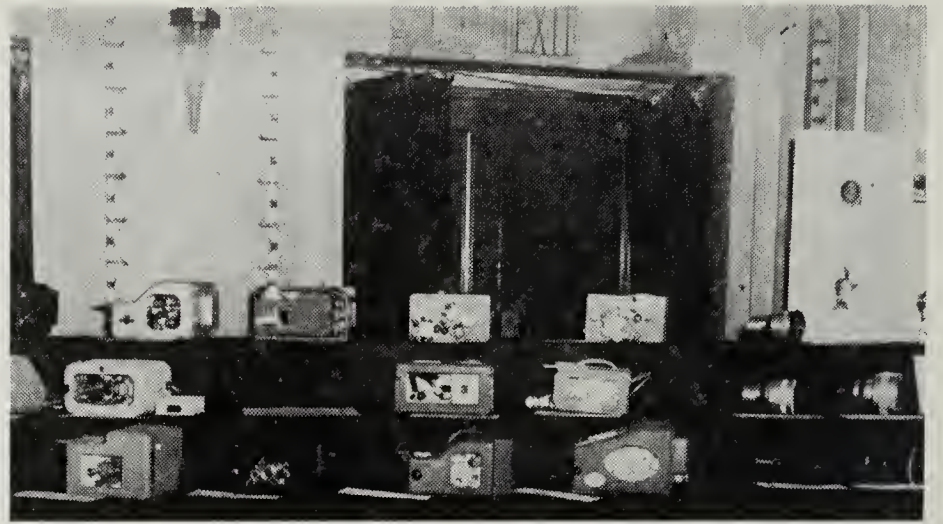
Congratulations, 20th Century-Fox, on
Your First Anniversary of CinemaScope!
We're proud to have played a part in
your great achievement in the art and
science of motion picture entertainment.

BAUSCH & LOMB

SINCE  1853



Al Lichtman, left, director of 20th-Fox distribution, and Skouras, president of the corporation, are seen standing in front of one of the first CinemaScope screens, a now familiar fixture to millions of fans in exactly one brief year of exhibition. The anamorphic process has spread in the world.



Leading manufacturers of CinemaScope equipment, stereophonic sound reproducers, lenses and screens played a major role in its success. Re-tooling of many plants was necessary and production resulted in deliveries to 8,000 U. S. and Canadian theatres during the first year of the new medium.

CinemaScope Calendar:

Sept. 16, 1953—Sept. 16, 1954

Sept. 16—"The Robe" opens at the Roxy, New York.

Sept. 24—The first week's gross at New York's Roxy is a world record for any theatre, any time, any policy. The figure is \$264,428.

Oct. 22—The Canadian premiere of "The Robe" in CinemaScope is held.

Oct. 29—Columbia announces its intention to produce major films in CinemaScope.

Nov. 4—Warners joins the CinemaScope parade.

Nov. 9—20th releases "How To Marry A Millionaire."

Nov. 19—London is the first European capital to embrace "The Robe."

Nov. 27—"The Robe" premieres simultaneously in Rome and New Zealand.

Dec. 3—Paris greets "The Robe."

Dec. 9—"The Robe" opens in Australia.

Dec. 16—"Beneath the 12-Mile Reef" at the Roxy becomes the third CinemaScope film on Broadway.

Dec. 22—"King of the Khyber Rifles" premieres at New York's Rivoli.

Dec. 25—For the first time in history, 84 neighborhood theatres in the New York area join in showing a single picture, "The Robe."

Jan. 7—"Knights of the Round Table," MGM's first production in CinemaScope, opens at Radio City Music Hall.

Jan. 15—The Paramount goes CinemaScope to show "The Command," Warners' first CinemaScope production.

Jan. 27—It is announced that the Ford Motor Company has inaugurated commercial use of CinemaScope.

Feb. 5—Chicago's neighborhood theatres, completing runs of "The Robe," duplicate the experience of the New York circuits. Unprecedented holdovers and grosses were the rule.

Feb. 17—Nicholas M. Schenck, president, MGM, avers that "CinemaScope is great and stereophonic sound is part of its greatness," in confirming that "Knights of the Round Table" will be licensed only to fully equipped theatres.

March 4—20th approves a new stereophonic sound speaker suitable for drive-ins, the discovery of Claude Ezell, leading southwest drive-in operator.

March 15—The Ampex Corporation

demonstrates a new stereophonic sound device for drive-ins.

March 24—The Motor-Vue Drive-In Theatre, Salt Lake City, is the first drive-in to report on its CinemaScope installation, complete with stereophonic sound, installed by the Motiograph.

March 25—Special Academy Award to 20th-Fox for CinemaScope.

May 7—Industry forum held at Fox home office for theatremen. Resolution passed ending the policy requiring use of full stereophonic sound in exhibition of CinemaScope.

June 18—"Demetrius and the Gladiators," sequel to "The Robe," premieres at the Roxy.

June 22—New advances in CinemaScope techniques and high fidelity stereophonic sound demonstrated simultaneously in New York and Los Angeles.

Aug. 6—Director of distribution Al Lichtman announces two specially-produced CinemaScope reels to be made available free to exhibitors, one dealing with stereophonic sound, and a second depicting the effectiveness of new lenses.

Aug. 24—"The Egyptian," Darryl F. Zanuck's first personal production in CinemaScope, has gala world premiere at Roxy.

Sept. 16—CinemaScope marks its first anniversary.



Darryl F. Zanuck, 20th-Fox vice-president in charge of production, is seen with the Academy Award "Oscar" awarded to CinemaScope, the entertainment medium which, in its first year, revitalized the entire motion picture industry.

Yesterday And Today, A Story Of Success

NEW YORK—One year ago, a distinguished group of invited guests packed the 5,886 seats of the Roxy for the birth of a new motion picture medium, and their reactions and applause hailed it as an important and vital force in film entertainment.

The picture was, of course, "The Robe," destined to gross more than \$30,000,000 in its first year.

The year has passed quickly and 20th-Fox, the company which pioneered with CinemaScope and brought it fruition, has seen a revolution come upon the industry.

Today, throughout the United States and Canada, there are over 8,000 theatres equipped for CinemaScope. A year ago there was only one.

Today, in Europe, Asia, Africa, South America, and Australia, there are 4,000 theatres equipped for CinemaScope. A year ago there were none.

Today, in theatres throughout the world there are 24 CinemaScope features from all companies entertaining audiences of all ages and nations. A year ago there was only one.

A year ago there were only ten pictures on the drafting board, and a majority of these were from one company, 20th-Fox. Today, there are 114 films awaiting release, in production, or in preparation for 1954-55 for all companies.

The CinemaScope process has rolled across the nation's screens, and audiences have found a new entertainment and a new vitality in their theatres.

3½ Million See Roxy C'Scope

NEW YORK—The 3,500,000 patron of CinemaScope pictures at the Roxy, which introduced the process Sept. 16, 1953, with the world premiere of 20th-Fox's "The Robe," passed through the big Broadway house sometime last weekend.

The Broadway showcase marked the initial anniversary of the anamorphic process last week in ceremonies at which a special birthday cake was cut by the theatre's managing director, William McClair. Also joining in the festivities was lovely Audrey Simpson, New York model, chosen recently to wear the title, "Miss CinemaScope," as the entire amusement industry joins in the celebration.

WESTREX CORPORATION

*is delighted
to extend its felicitations to
Spyros Skouras
and
Twentieth Century-Fox
on the first anniversary of the introduction of*

CINEMASCOPE

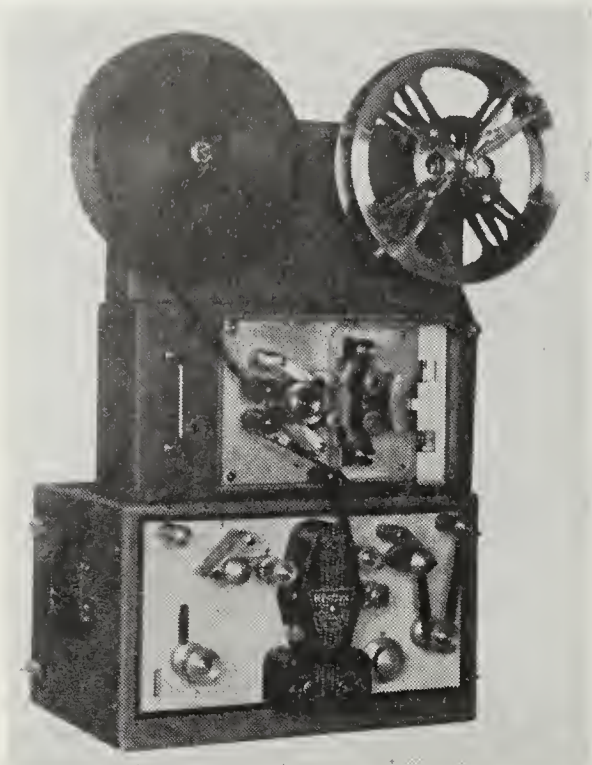
The courage that introduced CinemaScope has won enthusiasm and box office response from movie-goers the world over.

Westrex is pleased to have contributed to the success of CinemaScope through the development of the stereophonic equipment to record, print, and reproduce multi-track sound for the new screen presentations. In addition Westrex engineers have installed the new picture and sound projection equipment throughout the world except the United States and Canada.

Westrex Corporation

111 Eighth Avenue, New York 11, N. Y.

Hollywood Division: 6601 Romaine Street, Hollywood 38, Calif.



The Westrex Corporation aided the growth of CinemaScope through development of such equipment as the above single magnetic track magnetic recorder presently being used by a number of studios. A penthouse stereo-magnetic recorder allows handling of multiple sound tracks.

"Egyptian" A Fitting Anniversary Release

NEW YORK—The release of Darryl F. Zanuck's production of "The Egyptian" coincides almost to the week with the first anniversary of CinemaScope, for it was on Sept. 16, 1953, that "The Robe" opened at the Roxy Theatre in New York.

"The Egyptian" is a fitting anniversary attraction. Darryl F. Zanuck's first personal production since "The Snows Of Kilimanjaro" was more costly than "The Robe" and has been acclaimed by many as one of the greatest spectacles ever filmed. His decision to undertake the film in 1954 was prompted by the fact that with the advent of CinemaScope he finally had the medium which could do the picture justice. This decision was strengthened by the knowledge that the book told a great spiritual story.

Aside from the story of Akhnaton himself, Zanuck felt that the entire era would interest others as it did him, because Egypt has always been regarded as one of the great cradles of civilization. In making film in CinemaScope, he saw an opportunity of bringing to life a colorful era from civilization's infancy. He knew it had to be done not merely as a "costume" picture, but as a picture which would interpret Waltari's understanding of an Egyptian as a man.

Westrex Contributes To CinemaScope Boom

NEW YORK—CinemaScope could not have attained its present position of industry prominence without the full cooperation and support of a host of companies during the early days of Spyros Skouras' and 20th-Fox's fight to give the average theatre a new look.

One such company, the Westrex Corporation, found its Hollywood laboratories unusually active during CinemaScope's fabulous first year developing the necessary equipment to record, print, and reproduce multi-track sound for the new screen presentation. The Westrex organization outside the United States was assigned the task of installing this new equipment in theatres located on all continents.

To assist the staffs of theatre owners and supply dealers in the installation of this new picture and sound projection equipment for CinemaScope presentation outside the United States, six Westrex engineers were loaned to 20th-Fox.

Indeed, the story of CinemaScope is a story of industry wide effort and cooperation, and a host of different persons and organizations can rightfully feel proud of its success.

World-Wide Cheers

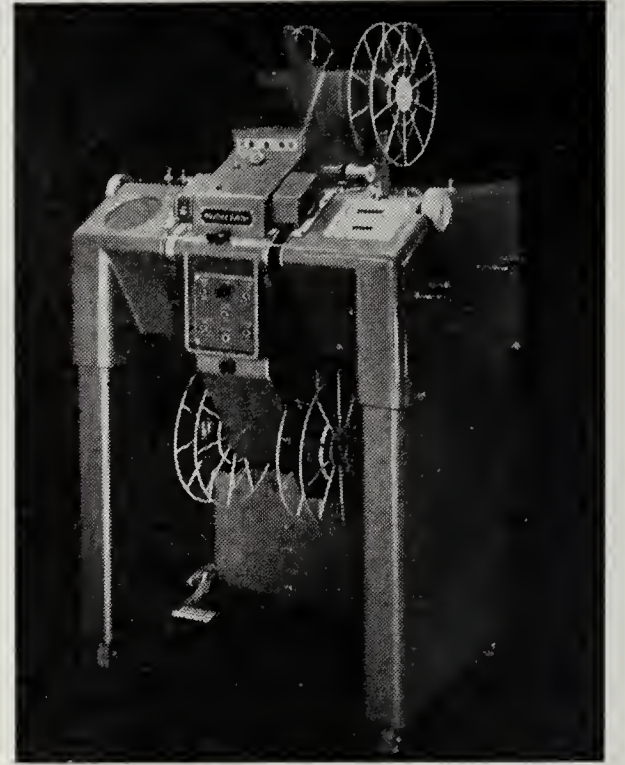
NEW YORK—Messages of congratulations on the first anniversary of CinemaScope poured into the office of Spyros P. Skouras, president, 20th-Fox, last week from leading figures representing every area of the motion picture industry.

In the past week thousands of cables, letters, and wires have been received in New York wishing CinemaScope well on its initial birthday, continued success in its second year, and lauding the efforts of Skouras and 20th-Fox in the launching of the medium.

Among the latest messages was one from the United Cinema Combination, Jakarta, which read, "Accept our heartiest congratulations occasion first anniversary launching CinemaScope which undoubtedly revolutionizing industry worldwide."

Vasco Valerio, an exhibitor owning theatres in 11 Italian cities, wired, "CinemaScope the more wonderful and billings deriving from it cannot even be affected by hot weather."

The response was just as enthusiastic on this side of the ocean, with congratulatory messages from a host of industryites and other well-wishers.



Another important 1953 Westrex development was the Westrex Editor, a film editing machine handling standard and new small-hole perforated 35mm. films, magnetic or optical sound films, composite release prints, and making possible "projection viewing" of an enlarged image.

CinemaScope Spurs Showmanship Rebirth

NEW YORK—The revitalization of the industry sparked by the introduction of CinemaScope with "The Robe" on Sept. 16 last year has led also to a rebirth of showmanship.

When 20th Century-Fox opened the Biblical spectacle at New York's Roxy Theatre, the picture was proclaimed the greatest pre-sold picture of all time. Newspapers across the nation in the first year of CinemaScope, joined by leading magazines, the trade press, TV, radio and all other media, have carried the dramatic word that movies were back in the headlines.

The promotional drive which propelled "The Robe" to all-time boxoffice records was followed in the 12-month period with campaigns of equal merit. The sequel to the first CinemaScope production, "Demetrius And The Gladiators," also was bulwarked by a massive drive.

Such productions as "Prince Valiant," "Three Coins In The Fountain," and "Hell And High Water" also benefited by broad, comprehensive campaigns.

Climaxing the year of showmanship has been the all-out efforts pre-selling "The Egyptian," Darryl F. Zanuck's first personal production in CinemaScope.

More than three months prior to its world premiere in New York, a 6,000 mile two-pronged truck tour was begun to include over 200 cities.

To supplement this tour, Bert Lytell, the stage and screen actor, went on a public relations tour, addressing organizations on the subject of Egypt and "The Egyptian," and Charles Le Maire, wardrobe director at 20th Century-Fox, went on an extensive tour.

Fashion tieups, magazine breaks, newspaper stories and the giant television and radio campaigns were inaugurated. The greatest national poster campaign in the history of the industry was aimed at reaching every eye.

THIS WE KNOW—DO YOU?

Your best buy in an arc lamp supply is a
50,000 hour SELECTIFIER
You save on first cost, electricity, maintenance, long life
You have double emergency coverage,
one can do the work of two!

WANT TO KNOW MORE?

CALL DOC FAIGE, BR 9-5055: NORPAT, INC., 113 W. 42 ST., N. Y.

FAIRCHILD ANSWERS

6
Pointed
Questions About
**PERSPECTA
STEREOPHONIC
SOUND**

A FRANK DISCUSSION OF THE FACTS!

Q. *Is Perspecta Stereophonic Sound really here?*

A. It sure is! M-G-M, Paramount and Warners are releasing all future productions with Perspecta Sound. Other studios are following.

Q. *Will it be the industry standard for years to come?*

A. Yes, it will — because, from the producers' viewpoint, it's the *compatible* system — yet offers exhibitors the finest stereophonic sound at the lowest installation and operating cost.

Q. *How soon should theatre owners install it?*

A. The sooner, the better. All Loew's theatres are being equipped now and hundreds of others here and abroad have ordered! Be first in *your* community. Order now!

Q. *How many Fairchild Perspecta Integrators does a theatre need?*

A. Only *one!* A single Fairchild Perspecta Integrator serves *all* projectors in a booth and controls the sound through any three-channel sound system of standard-make.

Q. *What about costs and installation time?*

A. The Fairchild Perspecta Integrator costs \$990. A complete installation can be made in less than a day — without loss of showing time and, incidentally, without continued maintenance and replacement of magnetic heads!

Q. *Where do I go to find out more?*

A. See your dealer or — call — write — or wire Fairchild. We understand exhibitors' problems—can answer your questions immediately.

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EQUIPMENT**
THEATRE EQUIPMENT DIVISION • WHITESTONE 57, NEW YORK

f/1.8

for maximum screen brightness

VISTA VISION

WIDE SCREEN

CINEMA SCOPE

perfect with the famous **HILUX VAL**

Projection Optics' **VARIABLE Anamorphic Lens!**

HILUX

PROJECTION LENSES

Since the advent of Wide Screen and CinemaScope *thousands* of progressive theatre operators have equipped their projectors with Hilux and Super-Lite projection lenses—*for use as prime lenses* with their anamorphic attachments.

Your patrons, too, will appreciate the superior quality that over 30 years of lens craftsmanship have engineered into the Hilux f/1.8.

\$270 up per pair at your Theatre Supply Dealer.

PROJECTION OPTICS COMPANY, INC.
330 LYELL AVENUE • ROCHESTER 6, NEW YORK

Telephone Talk Set For Hospital Salute

NEW YORK—Abe Montague, president, Variety Clubs-Will Rogers Memorial Hospital, and vice-president, Columbia, in announcing dates last week for the 1954 Christmas Salute disclosed plans for a national closed circuit telephone broadcast conference on Sept. 30. The telephone broadcast will originate in New York and will be picked up and amplified in the exchange area offices of the branch managers who are serving as distributor chairmen on the 1954 Christmas Salute Drive.

The distributor chairmen will invite local exhibitor chairmen, branch managers, radio and TV executives, Variety Club chief barkers, and equipment and accessory dealers who make up the exchange area committees. Preliminary plans call for the participation of Montague; Charles J. Feldman, U-I, national distributor chairman; and Moe Silver, Stanley Warner, national exhibitor chairman.

To meet the increasing demands on the hospital for tuberculosis healing within the industry, and to further its active research work, in which it is seeking an antituberculosis vaccine, the goal of this year's Salute has been set at 200,000 signatures on the scrolls, and \$250,000. The campaign will open on Oct. 1 and will run through Jan. 15, 1955.

Exchange area distributor chairmen are: Albany, Norman Jackter, Columbia; Atlanta, C. T. Jordan Jr., Warners; Boston, E. Myer Feltman, U-I; Buffalo, Nat Marcus, Warners; Charlotte, R. D. Williamson, Columbia; Chicago, J. H. Stevens, Paramount; Cincinnati, F. Schreiber, U-I; Cleveland, I. J. Schmertz, 20th-Fox; Dallas, W. C. Hames, UA; Denver, Mayer H. Monsky, U-I; Des Moines, Byron Shapiro, Columbia; Detroit, Mike Simon, Paramount; Indianapolis, Bernard Brager, Republic; Jacksonville, Fred G. Hull, Loew's, Inc.; Kansas City, J. W. Lewis, RKO; Los Angeles, M. Sudmin, 20th-Fox; Memphis, R. V. Reagin, RKO; Milwaukee, Harry Olshan, Columbia; Minneapolis, S. Malisow, 20th-Fox; New Haven, Sidney Cooper, UA; New Orleans, C. R. Ost, U-I; New York, Abe Dickstein, 20th-Fox; Oklahoma City, C. H. Weaver, Paramount; Omaha, Vincent F. Flynn, Loew's, Inc.; Philadelphia, Charles Beilan, Warners; Pittsburgh, Ralph Pielow, Loew's, Inc.; Portland, R. H. Lange, RKO; St. Louis, Thomas E. Bailey, Loew's, Inc.; Salt Lake City, F. H. Smith, Paramount; San Francisco, George Mitchell, Republic; Seattle, Vete Stewart, Warners, and Washington, J. B. Brecheen, RKO.

Labor Seeks Representation

NEW YORK—Richard F. Walsh, IATSE president, last week stressed the importance of having labor represented at all conferences on foreign film agreements, at least as an advisor and observer. It was reported that Eric Johnston, MPEA head, had agreed that labor representation at such conferences would be a good thing "if it could be worked out."

Walsh also commented on talks with England's labor leader, Tom O'Brien, emphasizing that IATSE would resist "run-away" production of American films abroad merely because such production was cheaper.

CANDYDLY SPEAKING

THE FALL MARKET LISTING on the following pages takes on added importance this year as the industry's equipment revolution moves into high gear. With theatre-goers rapidly becoming accustomed to the best in screen entertainment and projection techniques, every exhibitor must take steps to insure the same high quality in his concession operation.

Equipment dealers and concession suppliers have kept pace with industry advancement, and a wide variety of new products for increased extra profits is available. Automatic vending has taken enormous strides; items are being carried in concession stands in increasing numbers; more effective merchandising methods are being devised constantly; and existing equipment is being improved.

The companies listed in the guide have established themselves as organizations that exhibitors can deal with confidently. Competition between brands guarantees the quality of their merchandise, and they are ever ready to demonstrate the bearing of recent advances on individual situations.

In a few short weeks, industryites will descend on Chicago for what promises to be a most important combined convention from a concession point of view. Many of the companies listed in the market guide will man booths as the International Popcorn Association joins TOA, TEDA, and TESMA for the first time.

The latest in equipment will be on display, and exhibitors can compare, judge, and decide for themselves. It is expected that attendance records will fall, as indeed they should. Industry lethargy is a thing of the past, the pall of gloom has lifted, and confidence and optimism are the new watchwords.

This is no time to stand pat concession-wise. Extra profits records were made to be broken, and this could very well be the year.

—AL ERLICK.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION



Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION
Dedicated to serving the popcorn and concession industries.

EXTRA PROFITS

COOL

WEATHER

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Show business and the refreshment business are partners in profit in the modern theater. We've seen it proved from coast to coast: patrons like to have refreshment handy while they enjoy your program. Specifically, they like to have ice-cold Coca-Cola available for breaks in the schedule . . . for a pause on the way out of the theater. Their satisfaction makes a mighty pleasant sound in your coin box. For details on a variety of vending equipment, write The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.



The Fall Market Guide

Following its semi-annual custom, EXTRA PROFITS lists leading companies in the field which are ever ready to aid those houses which realize the strong possibilities in off-the-screen selling.

BEVERAGES

CANADA DRY GINGER ALES, INC., 100 Park Avenue, New York—Beverages
 THE COCA-COLA COMPANY, 515 Madison Avenue, New York—"Coke"
 DAD'S ROOT BEER COMPANY, 2800 North Talman Avenue, Chicago, Ill.—Beverages
 Double Cola Company, 1478 Market Street, Chattanooga, Tenn.—Beverages
 Grapette Company, 112 Grinstead, Camden, Ark.—"Grapette"
 Charles E. Hires Company, 206 South 24th Street, Philadelphia, Pa.—Root beer
 Julep Company, 353 West Grand Avenue, Chicago, Ill.—Root beer and fountain syrup
 Mission Dry, Corporation, 5001 South Soto Street, Los Angeles, Cal.—Mission orange
 Nehi Corporation, 10th and 9th Avenue, Columbus, Ga.—"Nehi" and "Royal Crown Cola"
 Orange Crush Company, 314 West Superior Street, Chicago, Ill.—"Orange Crush" drink, "Old Colony" beverages
 Dr. Pepper Company, 428 Second Street, Dallas, Tex.—Beverages
 PEPSI-COLA COMPANY, 3 West 57th Street, New York—Beverages
 Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer

CANDY

Fred W. Amend Company, 8 South Michigan Avenue, Chicago, Ill.—"Chuckles"
 Bachman Chocolate Manufacturing Company, Mount Joy, Pa.
 Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass.
 Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn, N. Y.—Candy, Jordan almonds, coated licorice
 Paul F. Beich Company, West Front Street, Bloomington, Ill.
 E. J. Brach and Sons, 4656 West Kinzie Street, Chicago 44, Ill.
 Brock Candy Company, Chattanooga, Tenn.
 Bunte Brothers-Chase Candy Company, 3301 West Franklin Street, Chicago 24, Ill.
 Cadbury-Fry Amerlca, Inc., 261 Broadway, New York
 Candy Crafters, Inc., Stewart and Union Avenues, Lansdowne, Pa.—Chewing gum, Licorice "Sweeties"
 Candymasters, Inc.—3-5 North 15th Street, Minneapolis 3, Minn.
 Cardinet Candy Company, 2172 Market Street, Oakland, Cal.
 Charms, Inc., 601 Bangs Avenue, Asbury Park, N. J.
 Chunk-E-Nut Products Company, 231 North 2nd Street, Philadelphia, Pa.
 Cook Chocolate Company, 4825 South Rockwell Street, Chicago 32, Ill.
 Curtiss Candy Company, 1101 West Belmont Street, Chicago 13, Ill.
 Dennis Candy Factory, Inc., 793 Monroe Avenue, Rochester, N. Y.—Candy kisses, jellies, pops
 F and F Laboratories, 3501 West 43th Street, Chicago 32, Ill.

Fisher Nut and Chocolate Company, 2327 Wycliff Street, St. Paul 4, Minn.
 D. Goldenberg, Inc., 161 West Wyoming Avenue, Philadelphia 40, Pa.
 Henry Heide, Inc., 313 Hudson Street, New York
 Hershey Chocolate Corporation, Hershey, Pa.
 Hollywood Candy Company, Chestnut and Calumet, Centralia, Ill.
 Walter H. Johnson Candy Company, 4500 West Belmont Avenue, Chicago, Ill.
 Robert A. Johnston Company, 4033 West National Avenue, Milwaukee 1, Wis.
 Kimbell Candy Company, 6546 West Belmont Avenue, Chicago, Ill.
 Kraft Foods Company, 500 Peshtigo Court, Chicago 11, Ill.
 Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.
 Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers
 Lusk Candy Company, Davenport, Ia.—Lemon drops
 McAfee Candy Company, Inc., Macon, Ga.
 Mars, Inc., 2019 North Oak Park Avenue, Chicago 35, Ill.
 Mason, Au and Magenheimer, P. O. Box 549, Mineola, L. I.
 Melster Candies, Cambridge, Wis.
 National Licorice Company, Bridge and John Streets, Brooklyn 1, N. Y.
 Necco Sales Corporation, 245 Massachusetts Avenue, Cambridge, Mass.
 NESTLE'S CHOCOLATE, 2 Williams Street, White Plains, N. Y.
 Peter Paul, New Haven Road, Naugatuck, Conn.
 Planters Nut and Chocolate Company, 632 South Main Street, Wilkes-Barre, Pa.
 Quaker City Chocolate and Confectionery Company, 2136 Germantown Avenue, Philadelphia, Pa.
 Queen Anne Candy Company, 604 Hoffman Street, Hammond, Ind.
 Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch Rolls, Chocolate rolls, orange rolls
 Thomas D. Richardson Company, Atlantic and I Streets, Philadelphia, Pa.—Candy mints
 Joseph A. Riggie Candy Company, 3704 West North Avenue, Chicago, Ill.—Jordan almonds
 Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.
 Schuler Chocolates, Inc., 1000 West Fifth Street, Winona, Minn.
 Sperry Candy Company, 133 West Pittsburgh Avenue, Milwaukee 4, Wis.—"Chicken Dinner," "Denver Sandwich"
 Squirrel Brand Company, 10-12 Boardman Street, Cambridge, Mass.
 Howard E. Stark, 181 North Broadway, Milwaukee 2, Wis.
 Sweets Company of America, Inc., 1515 Willow Avenue, Hoboken, N. J.—Candy, Tootsie Fudge, Tootsie Rolls
 SWITZER'S LICORICE COMPANY, 612 North First Street, St. Louis 2, Mo.

Terry Candy Company, 963 Newark Avenue, Elizabeth, N. J.
 James O. Welch Company, 810 Main Street, Cambridge, Mass.
 Wilbur-Suchard Chocolate Company, 48 North Broad Street, Lititz, Pa.
 Williamson Candy Company, 4701 Armitage Avenue, Chicago 39, Ill.
 York Caramel, Box 1147, York, Pa.
 George Zeigler Company, 408 West Florida Street, Milwaukee 4, Wis.

DRINK DISPENSERS, FOUNTAIN, BOTTLE, CUP

AUTOMATIC PRODUCTS COMPANY, 250 West 57th Street, New York—Beverage dispenser
 Automatic Syrup Company, 46-07 Vernon Boulevard, Long Island City, N. Y.—Vending machines
 Bastian-Blessing, 4201 West Peterson Avenue, Chicago 30, Ill.—Soda fountain, carbonators, luncheonette units
 C. G. Bradley and Son, 431 North Franklin Street, Syracuse, N. Y.—Cup beverage vending machines
 Carbonaire, Inc., 114 Fern Avenue, San Francisco, Cal.—Drink dispensing equipment
 Carbonic Dispenser Company, Canfield, O.—"Sodamaster" dispenser
 Coan Manufacturing Company, 2070 Helena, Madison, Wis.—Super vend dispenser
 Cole Products Company, 39 South LaSalle Street, Chicago, Ill.—Beverage vending machines
 Drinkolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Beverage dispenser
 Everfrost Sales, Inc., 14815 South Broadway, Gardena, Cal.—"Everfrost" soda bar
 Frigidrink Corporation, 235 East 42nd Street, New York—Drink dispenser agent
 Helmco-Lacy, Inc., 1215 West Fullerton Avenue, Chicago, Ill.—Soda fountain and refrigeration equipment
 Hudson Soda Fountain and Refrigeration Company, Arlington, N. J.—Soda fountains

EXTRA PROFITS

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Associate Editor, Al Erlick

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CONCESSION STAND VANDALISM A DRIVE-IN PROBLEM



Teen-age vandalism at drive-ins is a problem nearly every operation is faced with. In most cases the loss of merchandise is not nearly as great as the damage that occurs by breaking in doors, breaking open equipment,

THE NATION has become increasingly aware in recent years of an increase in juvenile delinquency. No one is more concerned about the problem than the outdoor theatre operator, who has long had to contend with the theft of speakers.

Philip Kates, Theatre Confections, Rochester, N. Y., reported recently that in the past few years, open air exhibitors have been the victims of another form of teen-age vandalism. The above photographs illustrate a concession stand break-in at the Elmira Drive-In, Elmira, N. Y. In most cases, the loss of merchandise is not nearly as great as the damage that occurs by breaking in doors, breaking open equipment and jamming machines.



and jamming machines. The photos above illustrate the point and illustrate a recent break-in at the Elmira Drive-In, Elmira, N. Y. The manager shows how the door was opened from the outside by means of a broken window.

In some cases, it is found that teen-agers just decided to have a party at the concession after it closed and started a complete operation of their own, frying hot dogs, breaking up candy bars, and smoking cigarettes, with the final result being complete havoc of the concession, with damage consisting more of damaged equipment and goods than merchandise carried away.

The importance of proper policing of the drive-in area after hours can not be overemphasized. The concession stand represents a considerable investment on the part of any theatreman, and the wanton destruction typified by the above must be guarded against. There is no purpose in such vandalism, apparently, other than property damage.

Hydro-Silica Corporation, Flora Dale, Pa.—Cold vendors, bottle

W. Kestenbaum, Inc., 1790 First Avenue, New York—Dispenser

Knickerbocker Beverage Dispensers, Inc., 453 Sixth Avenue, New York—Drink dispensers

The Liquid Carbonic Corporation, 3110 South Keczic Avenue, Chicago, Ill.—Soda fountains

Majestic Enterprises, Inc., 959 Crenshaw Boulevard, Los Angeles, Cal.—Dispenser

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—"Ice-O-Bar" drink dispenser

Mighty Midget Manufacturing Corporation, 4215 North Seventh Street, Phoenix, Ariz.—Drink dispenser

Milk-O-Mat Corporation, 500 Fifth Avenue, New York—Cup dairy drink

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.—Beverage vendor

Modern Refreshers, Inc., 55 East Washington Street, Chicago, Ill.—Dispenser

Multiplex Faucet Company, 4319-25 Duncan Avenue, St. Louis, Mo.—Beverage dispenser

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Beverage dispensers

S and S Products Company, P. O. Box 1047, Lima, O.—Cold vendor, bottle

Selmix Dispensers, Inc., 28-25 Borden Avenue, Long Island City 1, N. Y.—Beverage dispenser.

Smith-Werner Company, 610 Santa Fe Drive, Denver, Colo.—Portable soda fountain

Spacarb, Inc., Stamford, Conn.—Cold vendors, cup (automatic)

Superior Refrigerator Company, 1606 Pine Street, St. Louis 3, Mo.—Beverage dispenser

Telecoin Corporation, 12 East 44th Street, New York—Drink dispensers

Vendolator Manufacturing Company, P. O. Box 1586, Fresno, Cal.—Cold vendors, bottle milk

John W. Young Foundation, 29 Fairway Drive, Barrington, R. I.—Hydro-Jet cup vending machine

FOOD GRILLS, EQUIPMENT

J. J. Connolly, Inc., 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill

Garvis Manufacturing Company, 210 Court Street, Des Moines, Ia.—Hot dog bun warmer

Hot Point Commissary Food Department, 227 South Sealey, Chicago, Ill.—Food preparation equipment.

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—"Frank-Bank" hot dog cooker and server

STAR MANUFACTURING COMPANY, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment

FRUIT JUICE DRINKS

American Citrus Corporation, 333 North Michigan Avenue, Chicago, Ill.—Del juice vendor

California Fruit Chimes Company, 325 South Mission Drive, San Gabriel, Cal.

Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles, Cal.—Orange juice concentrate and automatic dispensers

Hamilton Beach Company, Division of Scovill Manufacturing Company, Racine, Wis.—Fresh fruit juice drinks

Juice Bar Sales Corporation, 12 East 44th Street, New York—Juice dispenser

Metal Products Company, 1135 Third Street, Oakland, Cal.—Can juice vendor

Snively Vending and Sales Company, Winter Haven, Fla.—Cup juice vendor

Sunkist Growers, Inc., 707 West Fifth Street, Los Angeles 13, Cal.

GUM

American Chicle Company, Thompson Avenue, Long Island City, N. Y.

Beech-Nut Packing, 10 East 40th Street, New York, N. Y.

Bowman Gum, Inc., 4865 Stenton Avenue, Philadelphia, Pa.

Frank H. Flee Corporation, 10th and Somerville, Philadelphia, Pa.

Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.

William Wrigley, Jr., Company, 410 North Michigan Avenue, Chicago, Ill.—Package gum

ICE CREAM, MANUFACTURERS, EQUIPMENT, VENDORS

Afco, Inc., 432 Alandale Avenue, Los Angeles, Cal.—Ice cream vendor

Arctic Vendor Sales Corporation, Appleton, Wis.—Ice cream vendor

Atlas Tool and Manufacturing Company, 5147 Natural Bridge Avenue, St. Louis, Mo.—Ice cream vendors

Badger Vending Machine Company, 710 North Plankinton, Milwaukee, Wis.—Cup ice cream vendor

Beatrice Foods, 120 South LaSalle Street, Chicago, Ill.—Ice cream, milk, butter

The Borden Company, 350 Madison Avenue, New York—Ice cream

Craig Machine Company, Danvers, Mass.—Ice cream vendor

Dari-Delite Corporation, 1624 4th Avenue, Rock Island, Ill.—Soft ice cream

De Cicco's Bon Bon Corporation, 451 North Rodeo Drive, Beverly Hills, Cal.—Chocolate covered ice cream bon bons

Dresko Machine Corporation, 5629 North Central Avenue, Chicago, Ill.—Ice cream vendors

Eastern Engineering und Sales, Inc., Commercial Trust Building, Philadelphia, Pa.—Kenco ice cream vendor

Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52, N. Y.—Ice cream and custard machine

Freeze King Corporation, 2518 West Montrose Avenue, Chicago, Ill.—Ice cream custard machine

Frosti-Server, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor

General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine, Sani-Serv self ice cream freezer

Ice Creamolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Ice cream dispenser
Jordan Refrigerator Company, 58th and Grays Avenue, Philadelphia, Pa.—Cabinets and storage dispensers

Joe Lowe, Inc., 621 West 26th Street, New York —"Frozen On-A-Stick Confections"

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Ill.—Freezers

Multiple Products Company, 5210 Bonita, Dallas 6, Tex.—Snow Cone machine

Philadelphia Dairy Products Company, Inc., Fourth and Poplar Streets, Philadelphia, Pa.—Aristocrat ice cream

Port Morris Machine and Tool Company, 208 East 135th Street, New York—Soft ice cream and custard machine

Supurdisplay, Inc., 1324 West Wisconsin Avenue, Milwaukee, Wis.—"Coldisplay" ice cream merchandiser

Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle 99, Wash.—Ice cream and frozen custard fountain freezer

Swift and Company, Union Stockyards, Chicago, Ill.—Ice cream

Tekni-Craft, Rockton, Ill.—Ice cream and custard machine

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Self-service ice cream merchandiser

PAPER CUPS

Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.

Hi-Land Paper Company, 274 Madison Avenue, New York

Lily-Tulip Cup Corporation, Chanin Building, 122 East 42nd Street, New York

U. S. Envelope Company, 68 Prescott, Worcester 5, Mass.

POPCORN BAGS AND BOXES

Andre Paper Box Company, San Francisco, Cal.—Popcorn containers.

Grand Bag and Paper Company, Inc., Ossining, N. Y.—Noiseless popcorn bags and others

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.

Prunty Seed and Grain Company, 620 West Second Street, St. Louis, Mo.—Noiseless popcorn bags

Rex Paper Products Company, 95-109 Onderdonk Avenue, Brooklyn 6, N. Y.—Popcorn bags, noiseless, m. g., glassine, hot dog bags, sandwich bags, French Fry bags, Pizza Pie bags, egg roll bags, pillow type bags, peanut bags, foil bags for hot buttered corn, duplex bulk bags for prepopped corn

Rockford Paper Mills, 33 South LaSalle Street, Chicago, Ill.—Popcorn boxes

Supurdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Popcorn boxes, buttercup containers

POPCORN OILS

Arlington Edible Oil Products, 38 Yetten Terrace, Boston, Mass.

Best Foods, Inc., 1 East 42nd Street, New York

Capital City Products, West First and Perry, Columbus, O.

Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.

C. F. SIMONIN AND SONS, Belgrade and Tioga Streets, Philadelphia, Pa.—Popsit Plus, Seazo oils

POPCORN, POPCORN EQUIPMENT

American Popcorn Company, Sioux City, Ia.—Popcorn vending equipment, raw popcorn

AUTOMATIC PRODUCTS COMPANY, 250 West 57th Street, New York—Butter dispenser

Blevins Popcorn Company, P. O. Box 278, Nashville 2, Tenn.

Bonanza, Inc., 2980 West Pico Boulevard, Los Angeles, Cal.—Popcorn vending machines

Central Popcorn Company, Schaller, Ia.—Popcorn

C. CRETORS AND COMPANY, 630 West Cermak Road, Chicago, Ill.—Popcorn equipment, butter dispenser

Dairy Service Company, 100 East Main Street, Menomonee, Wis.—Butter dispenser

DMC Corporation, States Distributors 1674 Harmon Place, Minneapolis, Minn.—Popcorn machine, automatic

J. A. McCarty Seed Company, 526 Northwest Fourth Street, Evansville 10, Ind.

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—Vending equipment and popcorn machines and supplies

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Popcorn equipment and supplies

Poppers Supply Company, 1211 North Second Street, Philadelphia, Pa.—Popcorn supplies
Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.—Popcorn machines, food equipment.

Supurdisplay, Inc., Wisconsin Tower building, Milwaukee, Wis.—Butter dispenser

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Butter dispenser
Wyandotte Popcorn Company, Marion, O.—Popcorn

Y & Y Popcorn Supply Company, 256 North 13th Street, Philadelphia, Pa.—Popcorn and supplies

PORTABLE VENDING EQUIPMENT

Acton Manufacturing Company, 605 South Summit Street, Arkansas City, Kans.—Refreshment vending cart, portable coolers

The house is packed for Nestlé's Bars!



SENSATIONAL NESTLÉ'S CRUNCH BAR

The all-out favorite of the fans — that milk chocolate bar with the crunchy goodness.



NESTLÉ'S NEW COCONUT BAR

Another Nestlé winner — rich milk chocolate, with shredded coconut, for delicious, delightful eating.

PERENNIAL STARS— NESTLÉ'S MILK AND ALMOND

When your patrons think of fine chocolate, these two bars rate high.

NOW! NESTLÉ'S BARS ON "SPACE PATROL"

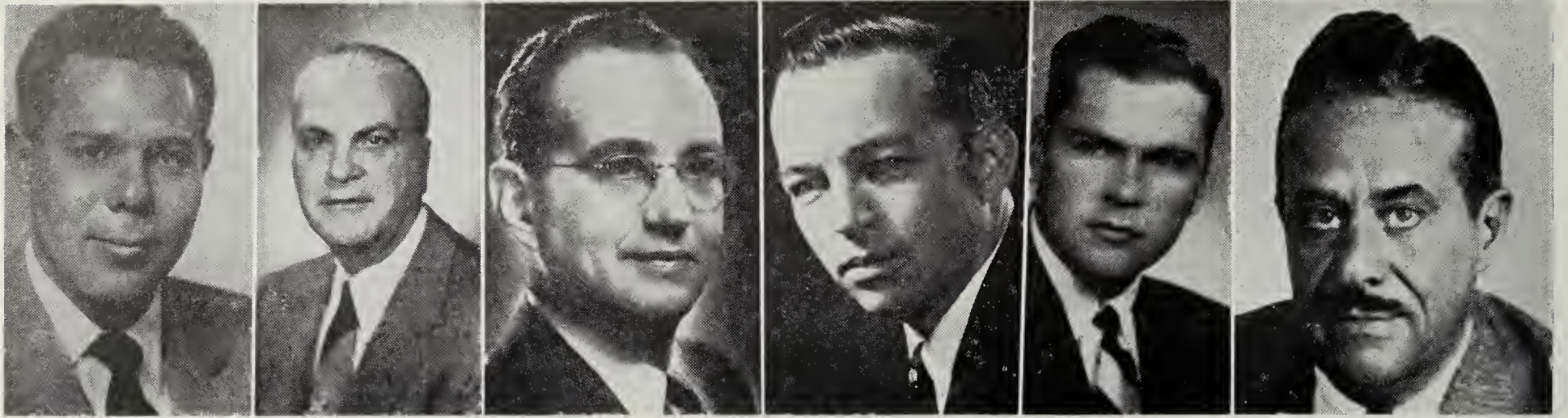
Nestlé's Bars on network TV will reach your customers every single week. Coast-to-coast hookup on 50 stations!

10¢ Crunch, Milk, Almond and Coconut available coast-to-coast
—5¢ Crunch, Milk and Almond available except on West Coast.
All sizes packed
100 bars per case.

See your Nestlé Representative
or write for more details to

THE NESTLÉ COMPANY, INC.

2 William St., White Plains, N. Y.



The judges who will select the prize-winning model name for the new Cretors popcorn machine designed by Raymond Loewry Associates are, left to right, Walter Reade, Jr., president, Walter Reade Circuit and president, Theatre Owners of America; Fred C. Matthews, vice president, Motiograph, Inc., and president, Theatre Equipment and Supply Manufacturers Association; Trueman T. Rembusch, Franklin, Ind., secretary-treasurer, Syndicate Theatres, and past president, National Allied Theatre Owners; J. J. Fitzgibbons, Jr., Toronto, Canada, president, Theatre Confections, Ltd., and president, International Popcorn Association; Clark S. Rhoden, Kansas City, an official of E. C. Rhoden Enterprises and The Popcorn Institute; and Raymond F. Loewry, Raymond Loewry Associates. Suggested model names

were submitted by theatre men after viewing the new machine displayed at Cretors distributors' showrooms all over the country. Deadline of entries in the contest is midnight, Sept. 30. A cash prize of \$500 will be awarded the person submitting the model name deemed most appropriate. Certificates good for \$100 on the purchase of one of the new machines will be awarded second, third, fourth and fifth place winners. Among mechanical features of the new machine are an automatic push-button seasoning pump; an elevator well that holds the equivalent of 130 boxes of popped corn beneath the level of the popper case; a forced-air heat circulation system that keeps popped corn hot, fresh and crisp regardless of weather conditions; and a steel kettle with a \$50-per-hour popped corn capacity.

Atlas Body Corporation, 4150 East Thompson Street, Philadelphia, Pa.—ABC Vendmobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream

Coan Manufacturing Company, 2070-2084 Helena Street, Madison 4, Wis.—U-Select-It vendors, candy, food and cigarettes; Super-Vend cold cup drink dispenser

DMC Corporation, distributed by All States Distributors, Inc., 1624 Harmon Place, Minneapolis, Minn.—"Pop Corn Shop" automatic popcorn machine

Drive-In Theatre Manufacturing Company, 729 Baltimore Avenue, Kansas City 6, Mo.—Portable vending carts

Kneisley Electric Company, 2501 La Grange, Toledo 3, O.—Portable dispenser

Tel-Pak Company, 416 South Sixth Street, St. Louis, Mo.—Beverage dispenser

Walky Service Company, Schweiter building, Wichita, Kans.

VENDING MACHINES (CANDY)

Belvend Company, 122 South Michigan Avenue, Chicago, Ill.

Mills Automatic Merchandising Company, 21-30

44th Road, Long Island City, N. Y.—Vending machine manufacturing

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.

National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo.

Stoner Manufacturing Company, 328 Gale Street, Aurora, Ill.

MISCELLANEOUS

ABC Vending Corporation, 259 West 14th Street, New York—Theatre refreshment service

Armour and Company, Union Stockyards, Chicago, Ill.—Frankfurters

BERLO VENDING COMPANY, 333 South Broad Street, Philadelphia, Pa.—Theatre concession service

Castleberry's Food Company, P. O. Box 1010, Augusta, Ga.—Bar-B-Que, chili, canned, prepared

Columbus Showcase Company, 850 West Fifth Avenue, Columbus 8, O.—Showcases—candy stands

Flavo-Rite Food, Inc., 516 Westchester Avenue, Bronx, N. Y.—Egg and shrimp rolls

Gold Medal Products Company, 318 East Third Street, Cincinnati, O.—Popcorn and concession supplies

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago, Ill.—Candy bar machine, cigarette machine, cold vendors, scales, bottles

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Concession equipment, chili con carne

Pizza Enterprises, Inc., 420 75th Street, North Bergen, N. J.—Pizza pie

Rowe Manufacturing Company, Inc., 31 East 17th Street, New York, N. Y.—Candy merchants, ice cream vendors

Speed Scoop, 109 Thornton Avenue, San Francisco 24, Cal.—Popcorn scoop

Sportservice, Inc., Sportservice Building, Buffalo, N. Y.—Theatre refreshment service

Supurdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Refreshment equipment and accessories

Swift and Company, Union Stockyards, Chicago, Ill.—Frankfurters

Tyson-Caffrey, 8 Briar Road, Wayne, Pa.—Carry-out beverage tray

Vacuum Can Company, 25 South Hoyne Avenue, Chicago, Ill.—Portable beverage dispenser

Watling Manufacturing Company, 4650 West Fulton Street, Chicago 44, Ill.—Scales

We're the Switzer Twins!

...HY' ENJOYMENT and LO'CALORIE



Millions of people will

Hear us on **RADIO...**

See us on **TELEVISION...**

and in **NEWSPAPERS**

AND ALL THE TIME WE'LL BE
SELLING...



NOW
AVAILABLE
IN

4

POPULAR SIZE UNITS —

BARS 5¢ and 10¢ sizes

BITE SIZE in BAGS

6-BAR take-home package

DISPLAY IT... IT SELLS ITSELF — BUT FAST!

SWITZER'S • ST. LOUIS



This refreshment bar at the Andalusia Drive-In, Andalusia, Pa., built by the Charles Sweets Company, Inc., Philadelphia, is decorated in carnival design and colors making the room gay and exciting. The display on the backbar consists of illuminated plexiglass panels which are etched in natural colors.

NAMA Convention Highlights Set

Mel Rapp, executive vice-president, Apco, Inc., and general convention chairman, 1954 National Automatic Merchandising Association Convention and Exhibit, to be held in Washington, at the National Guard Armory during Oct. 10, 11, 12, 13, announced recently that plans for the convention are nearing completion and members of the automatic vending industry can look forward to the "Largest—and most spectacular convention the industry has ever had."

Rapp announced that many large exhibitors had contracted for additional booths this year, and that every new model and every new advance in equipment, production, and design as well as new vendible products, will be shown and previewed.

Rapp pointed out that the convention committee has arranged a program that is packed with new profitable ideas including "Ricochet Panel Workshop Sessions," "Brass Tack Idea Exchange Clinics," and special presentations by qualified specialists and speakers.

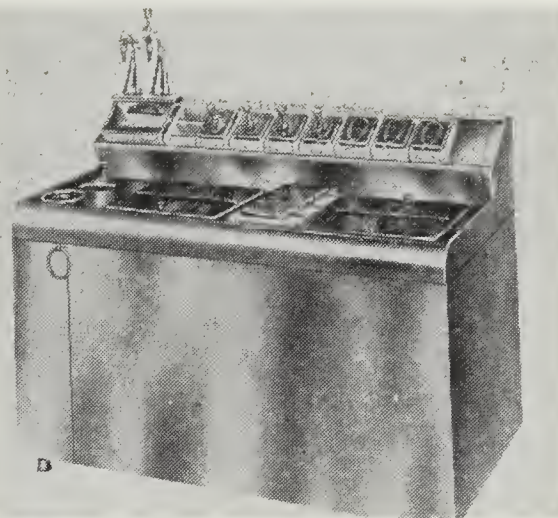
Rapp pointed out that a special full ladies' program has been arranged and will be paid for by the Pepsi-Cola Company, which has arranged for four full days of sightseeing for the ladies on unusual tours that are not generally available to Washington visitors; and, Apco, Inc., manufacturers of the SodaShoppe line of soft drink cup dispensers, is sponsoring the special ladies' luncheon at the Mayflower Hotel.

He advised that the Coca-Cola Company has gone to tremendous expense and months of preparation for the presentation of "McNulty's Nightmare," a dramatic fantasy highlighting in swift revue style some current problems in automatic merchandising. This lavish stage spectacle will be staged with professional actors and actresses and will be one of the most outstanding features. Harold Sharp, vice-president, Coca-Cola Company, will deliver the prologue.

"The 1954 National Automatic Merchandising Association will have more exhibi-

tors and more lavish types of exhibits than ever before in its history," stated Rapp. "The National Guard Armory in Washington has 70,000 square feet of exhibition space and ample parking for 1,000 cars. In addition, we have arranged for direct bus service from the armory to official hotels. Every operator owes it to himself to come to this convention."

Another feature of the convention will be the premiere of "At The Drop Of A Coin," public relations film.



New Fountain From Fischman

PHILADELPHIA—The Fischman Company announced a new, special design bobtail soda fountain, planned for volume dispensing of bulk ice cream, sodas, sundaes and milk shakes, and known as Model BT-49.

This unit is 4 ft. 9 in. long, and is used in conjunction with an ice cream cabinet installed on either right or left side. It is ideal for a single operator in a busy spot.

The bobtail features a dynamic draft station; four syrup pumps; six crushed fruit jars; running water dipper well; waste chute; and spacious cold storage compartment for bottled goods, accessible through two large lids in the capping.

Of sturdy construction, all exposed surfaces of the model and the storage compartment are fabricated from stainless steel. The units are in production and are available for immediate delivery, the company states.



The ONE popping oil that does **EVERYTHING!**

popsit plus!

the liquid seasoning with
BUTTER-LIKE FLAVOR AND COLOR

IT'S AMERICA'S MOST USEFUL FRYING OIL FOR DRIVE-INS!

popsit plus!

Made by **C. F. SIMONIN'S SONS, INC.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

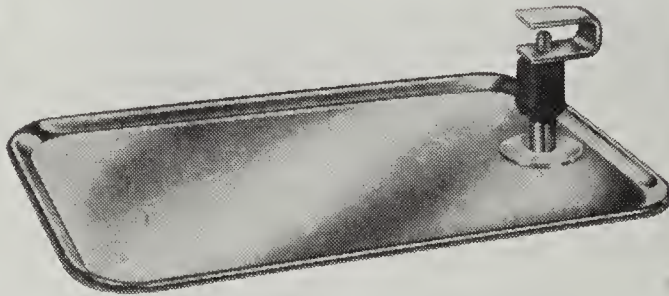
... pops
corn, fries burgers,
hot dogs, french fries
... is always liquid ...
comes in easy-to-use
gallon can ... no
waste.

Carr-Tray Has Many Drive-In Uses

KANSAS CITY, Mo.—Dal-Pal Sales and Engineering have now available a new product in what is named Carr-Tray, a large nine by 13-inch tray, entirely chrome plated, which when mounted on the dashboard of automobiles can serve many uses. When not in use, it swings under the dashboard. There are no holes to drill; one just mounts and tightens the bolt.

The trays have been found to be the newest and best in advertising, when a theatre's name is embossed in the tray, as a constant reminder to patrons to go to the show. Names are embossed free of charge with orders of 500 trays or more. A standard trailer is available to sell trays right from the screen. A nominal charge of \$10 is made for the trailer.

Carr-Tray has many uses, including use for snacks, coffee and cold drinks, as it eliminates the danger of spilled liquids on clothing, car seats or floor; to feed baby from, in car; and for reading road maps.



One of the newer items offered for sale by drive-ins is the Carr-Tray manufactured by Dal-Pa Sales and Engineering, Kansas City, Mo. Affording the family motorist many added conveniences, the new product is said to have caught on wherever it has been offered for sale. It folds away when not in use.

Sign From Spacarb

DEEP RIVER, CONN.—A new merchandising sign for vending machines, made of Fiberglas-reinforced plastic, possesses the combination of attractive appearance and durability for which the industry has long been searching, according to R. K. Deutsch, treasurer, Spacarb, Inc.

The reinforced plastic of which the signs are made will withstand severe blows and other abuse, is light in weight, can be wiped clean with a damp cloth, and retains its original appearance indefinitely. It is translucent, transmitting a bright but soft light. Colors in the sign are red, blue, and green, and imbedded permanently beneath the surface and will not deteriorate.

The sign is manufactured for Spacarb by Gull Products, Inc., and the material is essentially the same as that going into sports car bodies, aircraft parts and boats and is made of Fiberglas mat and polyester resin, molded in a press and cured under heat and pressure.



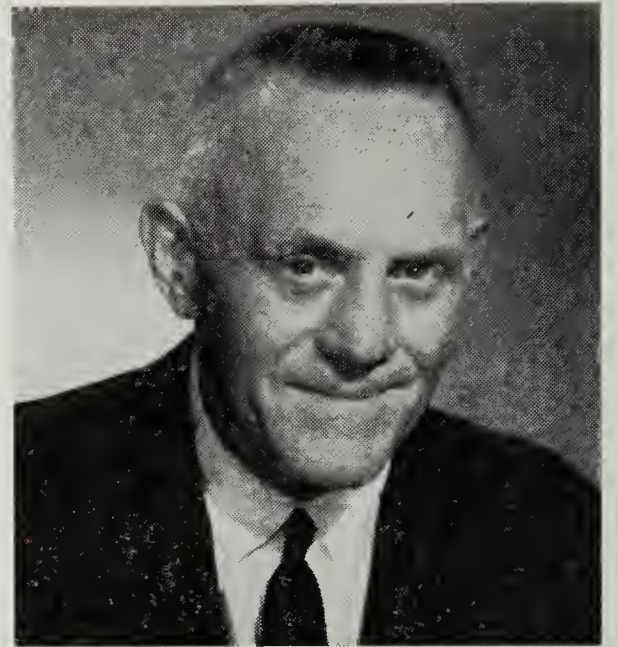
Convention Booths Near Sellout Stage

CHICAGO—It was learned last fortnight that the International Popcorn Association has sold 41 of the 43 booths in the North Exhibition Hall for the "Popcorn-Candy and Concessions Exhibit" which will open on Oct. 31 at the Conrad Hilton Hotel here and continue through Nov. 4 in conjunction with the combined conventions of IPA, Theatre Owners of America, Theatre Equipment and Supply Manufacturers' Association, and Theatre Equipment Dealers' Association.

Carl Siegel, Stanley Warner Management Corporation, New York City, who is IPA exhibit chairman, said, "When we sell all the booths in the North Hall we will consider making available for rental seven display spaces in the outer foyer. We anticipate being sold out long before the convention is scheduled to start."

The front entrance to the Popcorn-Candy and Concession Hall is being decorated to make it appear like the main entrance to a circus tent and colorful floor-show acts and a barker will invite convention registrants to visit the exhibits. "We are expecting at least 5,000 visitors to our hall during the convention," said Siegel.

Business firms that have contracted for booth space include Apco, Inc., New York City; Blevins Popcorn Company, Nashville, Tenn.; Canada Dry and Ginger Ale, Inc., New York City; Capital City Products Company, Columbus, O.; Cargill, Inc., Minneapolis; Central Popcorn Company, Schaller, Iowa; Cole Products Company, Chicago; Dell Food Specialties Company, Beloit, Wis.; Diamond Crystal Salt Company, St. Clair, Mich.; The Albert Dickinson Company, Chicago; Kelling Nut Company, Chicago; Evans Manu-



C. F. Simonin's Sons, Inc., Philadelphia, announces the election of Eugene B. Simonin, grandson of the founder of the 78-year-old company, as board chairman; and the election of James A. Ryan, above, as president. Ryan has been with the company 30 years and is treasurer and a member of the Advisory Committee of the Institute of Shortening and Edible Oils, Inc., and active nationally in the affairs of both the refining and allied popcorn industries.

facturing Company, Mount Vernon, N. Y.; F and F Laboratories, Chicago; Ferrara Candy Company, Inc., Chicago; Flavo-Rite Foods, Inc., Bronx, N. Y.; Jet Spray Cooler Company, Boston; Mars, Inc., Chicago; Walter H. Johnson Candy Company, Chicago; Jo-Lo Perfumatic Dispenser, Inc., Jersey City, N. J.; Lusk Candy Company, and Ucanco Candy Company, Davenport, Iowa; J. A. McCarty Seed Company, Evansville, Ind.; Monticello Manufacturing Corporation, Elwood, Ind.; The Nestlé Company, White Plains, N. Y.; Ben Newman Associates, Brooklyn, N. Y.; Pepsi-Cola Company, New York City; Phenix Foods Co., Chicago; Premier Popcorn Company, Watseka, Ill.; Pronto Pop Corn Sales Corporation, Boston; Regal Products Company, Chicago; Rowe Manufacturing Company, New York City; Steel Products Company, Cedar Rapids, Iowa; Superior Refrigerator Manufacturing Company, St. Louis; Tidy House Paper Corporation, Brooklyn, N. Y.; C. F. Simonin's Sons, Inc., Philadelphia; Tone Products Company, Chicago; C. J. Van Houten and Zoon, Inc., New York City; The Wander Company, Chicago; Berlo Vending Corporation, Philadelphia; Coca-Cola Company, Atlanta, Ga.; and Savon Candy Company and Joyce Sales Company, Patterson, N. J.



Illuminated from behind by fluorescent light, this Fiberglas-reinforced plastic sign is both attractive and rugged for effective merchandising.

NEWS OF THE *Territory*

New York City Crosstown

S. S. Krellberg, Principal, has been appointed SRO representative and will handle "Duel In The Sun," and other Selznick re-issues.

Members of the New York State Association of Chiefs of Police attended a performance of Warners' "Dragnet," Victoria. . . . L. D. Netter, Jr., general sales manager, Altec Service Corporation, left on a flying trip to theatre circuits in the midwest and south.

Michael Emanuele, Transfilm optical cameraman, was married to Emily Moran, Transfilm's animation department, at the Church of the Immaculate Conception. Following a honeymoon in Canada, the couple will reside in Flushing, L. I.

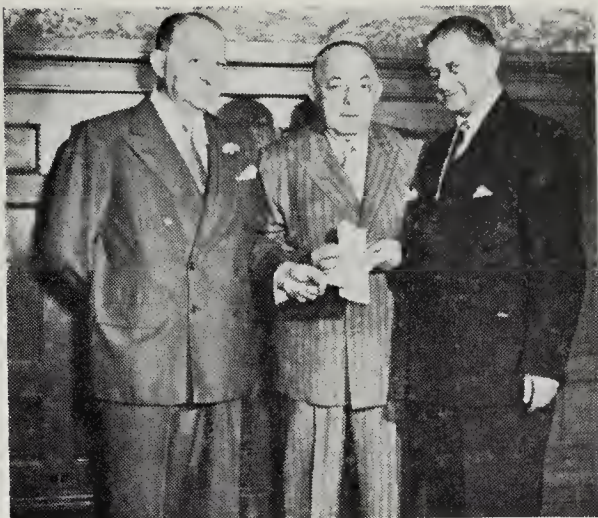
Dr. Renzo Rufini, manager, Italian Films Export Rome office, arrived on a business visit and for conferences with home office executives. . . . Alfred Katz, assistant foreign sales manager, United Artists, left for Bogota, Colombia, first stop on a tour of the company's offices south of the border, where he will discuss with UA managers the program, policies, and promotional plans for the 30-picture lineup the company will release in the Latin-American market during the 1954-55 season.

Susie Clark Turner, daughter of Mr. and Mrs. Terry Turner, was married to Robert Kenneth Weiss, son of Mr. and Mrs. Walter Weiss, Saginaw, Mich. A reception followed at the Hotel Pierre. The bride's father is an executive of General Teleradio.

The Dyckman, city, has discontinued booking through Liggett-Florin and will assume its own booking. . . . The East Islip, East Islip, N. Y., has a new operator, East Islip Theatre, Inc. Island Theatre Circuit will do the buying and booking. . . . The Island, Hollis, L. I., will now be operated by the Reel Amusement Corporation, with Liggett-Florin acting as agent. . . . The Amenia, Amenia, N. Y., will be operated by Ward B. Kipp and John Layton. They will do their own buying and booking.

J. R. Grainger, president, RKO, accompanied by Walter Branson, world wide general sales manager; Herb Greenblatt, domestic sales manager; and Nat Levy, eastern-southern division sales manager, arrived from the studio where they held a series of production and distribution conferences.

Ivan Fuldauer, MGM division field representative, returned from a Paris vacation, and left for Chicago, where he will headquarter in the future.



Simon H. Fabian, left, president, Stanley Warner Corporation, and Jack Cohn, center, executive vice-president, Columbia, each recently purchased \$10,000 in State of Israel Development Bonds in honor of Barney Balaban, president, Paramount, from Samuel Markle, chairman, Barney Balaban Tribute Committee. Balaban will be honored at a \$1,000,000 testimonial dinner at the Waldorf-Astoria Hotel, New York City, sponsored by the Metropolitan Council of B'nai B'rith and leaders of the motion picture industry.

J. P. Byrne, MGM eastern sales manager, held a series of one-day meetings with branch managers and salesmen at their exchange offices. He started with a conclave at the Astor Hotel, here, which was attended by branch manager and district managers for the offices under his supervision. Attending were Herman Ripps, his field assistant; Saal Gottlieb, New York district manager; Lou Allerhand, New York and New Jersey branch manager; Lou Formato, Philadelphia district manager; William Madden, Philadelphia branch manager; Jack Mundstuck, Buffalo manager; Benn H. Rosenwald, Boston manager; and Phil Gravitz, New Haven manager. Byrne then flew to Buffalo for his first out-of-town meetings with exchange staffs. He also met the Albany group and then proceeded to Boston and New Haven.

Mary Nicoletti, MGM's special service department, will marry Henry W. Bode, Jr., on Oct. 30 at Our Lady of Perpetual Help Church, Richmond Hill. The couple will honeymoon in the Pocono Mountains.

United Artists announced that a CinemaScope installation is being made in its home office screening room.

Berk and Krumgold, real estate brokers, announced the consummation of a long term lease for the 800-seat Island, Hollis, L. I. The lessee is a corporation headed by David Katz, who recently resigned as managing director, Roxy, New York City. The lessor is the Laurelton Amusement Company, which is affiliated with the Interboro Circuit, Inc. A complete renovation and refurbishing of the theatre is under way, including the installation of CinemaScope.

Charles M. Reagan, MGM vice-president and sales manager; E. M. Saunders, assistant sales manager; John P. Byrne, eastern sales head; and Mike Simons, in charge of customer relations, are back from their visit to the

studio, where a group of 10 new pictures were screened. Si Seadler, MGM advertising manager, also got back from a visit to the coast.

Emery Austin, MGM exploitation head, returned from Hartford, Conn., where Esther Williams broke in her new vaudeville act. . . . Audrey Lurie, MGM's studio publicity department, was in on a vacation.

An exhibit of Japanese children's art, specially sent from Tokyo to be shown with the Japanese film "Ugetsu," has been installed in the lounge of the Plaza. The paintings by Japanese children, aged seven to 15, and arranged through the Japan Society, will remain on exhibition during the film's run. . . . R. M. Savini, president, Astor Pictures Corporation, left by plane for the Florida Keys for several weeks rest.

New Jersey Newark

The Regent, Paterson, N. J., and the Wellmont, Montclair, N. J., recently gave away records to the kiddies at Saturday matinees.

The Central, Jersey City, N. J., held a special kiddie show with records and basketball booklets given each child and a pedigree cocker spaniel pup awarded the child submitting the best name. A National Dog Week parade was also held.

The Stanley; the Hollywood, East Orange, N. J.; and the Embassy, Orange, N. J., recently had hair styling demonstrations from their stages. Robert Curley, movie star Mary Ellen, and four hair style models appeared in person for interviews and hair styling. Hair-styling kits were awarded to lucky lady patrons.

Lee Drexler, SW purchasing department for the New Jersey zone, is spending his vacation in Bermuda. . . . Eleanor Bennett, secretary to Lou Dennis, left on a motor trip to the New England states.

Roselle

A color movie is being produced here by the Police Department, under the direction of Chief Wilbur M. Personette, to emphasize Roselle's points of interest, community activities, and the operation of its police and fire departments.



Mr. Exhibitor:
EXTRA PROFITS

Exploitation Shows for Midnite and Mid-Week Showings:
"B GIRL RHAPSODY"
"MERRY MAIDS GAYWAY"
"FRENCH FOLLIES"
All New—Burlesque features on Screen

ROSE ROAD SHOWS
1015 New Jersey Ave., N.W.
Wash., D. C. ST 3-8940



Paramount's home office and field executives recently met in New York to discuss sales plans involving VistaVision and Irving Berlin's "White Christmas" and other product scheduled for early release. Standing, left to right, are Robert J. Rubin, Howard G. Minsky, Paul Raibourn, E. K. O'Shea, A. W. Schwalberg, Barney Balaban, Hugh Owen, Sidney G. Deneau, A. M. Kane, Gordon Bradley, Herb Steinberg, Monroe R. Goodman, Jerry Pickman and Sid Blumenstock. Seated, from right, Buck Stoner, George A. Smith, John G. Moore, Oscar A. Morgan, Gordon Lightstone, and H. Neal East. The sales conference, described by Schwalberg, president, Paramount Film Distributing Corporation, as the most important in the history of the company, lasted three days.



Commissioner William V. Musto recently welcomed back to Union City, N. J., Manning Shore, manager, re-opened SW Roosevelt. Looking on are "Mickey" Shaugnessy, who was featured in a special stage show; Commissioner Edward J. Mescali; and Alex Landau and Paul Servo, president and vice-president, respectively, Summit Avenue Association.

New York State Albany

Sylvan Leff has been named SRO distributor for both here and in Buffalo and will handle the Selznick re-issues.

J. Stephen Holt and Central Ave. Amusement Company, owners, closed Colonial, filed an anti-trust suit in U. S. District Court at Utica, N. Y., asking \$2,475,000 damages from the eight major distributors, Fabian Theatres, Fast Theatres, Inc., Copia Realty Company (Fabian subsidiaries), Warner Brothers Circuit Management Corporation, Stanley-Mark Strand Corporation, and RKO Keith Orpheum Theatres. Eighteen defendants were named in the complaint, drafted by attorney Jacob M. Olshansky, an officer of Central Avenue Amusement and one-time operator, Colonial. Holt, president of the company, is a New York City lawyer. Colonial has been dark for 18 months and has not played motion pictures since 1951. Malcolm Atterbury last operated the house.

Paul Wallen, new lessee-proprietor, Grand, used single-column by six-inch advertisements for the telecast of Rocky Marciano-Ezzard Charles heavyweight championship fight on his screen, at \$3.30. First insertions were spotted on sports pages; later ones were combined with bill copy on theatre pages. A pendant sign on marquee, an easel at the street line, lobby sheets, boxoffice cards, and trailer completed the exploitation. Palace and Leland, which had been plugging the Yankee Stadium origination, discontinued this when Fabian Theatres leased the Grand to its former manager. Reports were that there would no longer be moveovers from Palace to Grand. Some industry men thought strong grossers and or big pictures playing the Palace might be put up for second-run bidding; others, that they would be shifted to the Leland.

Recovering from a fall in his home was George Powers, Grand electrician. Pinchhitting for him was Greg Fisher, who after a long period of service at

Grand, joined an ice show touring the U. S. and Mexico. Greg's brother, Jack, is chief operator at Palace and one of the city's pioneer projectionists. . . . Weekending with his parents, Mr. and Mrs. Joe Miller, was their younger son, Tracy, recently inducted into the army. He had been doing graduate study leading to a doctor's degree at Buffalo University. Senior Miller and son, Sandy, are connected with operation of Menands Drive-In. Father, for 20 years, was Columbia branch manager in Albany and Buffalo, later PRC district manager.

Excellent returns came from six Albany area drive-ins whose patrons contributed to the emergency "March of Dimes" drive, spearheaded by Alan Iselin, operator, Auto-Vision, and Jack Goldberg, MGM manager.

Centurion Film Sales, Inc., has been authorized to conduct business in New York. Asher Lens is a director and incorporating attorney. . . . Anamorphic Lens Corporation has been empowered to carry on business in New York. Authorized capital stock is 200 shares, no par. Attorneys are Greenwald, Kovnor and Goldsmith.

Jules Perlmutter's Fort George Drive-In, Lake George, N. Y., became one

of the first outdoors to exhibit Paramount's "Rear Window." . . . Slated to converge on Schine Circuit home offices, Gloversville, N. Y., were Richard Harper, Metro circuit sales executive; Jack Goldberg, Albany resident manager; and Jack Mundstuk, Buffalo branch boss. . . . Sylvan Leff, who yields to no area industryite in multiplicity of activity, operating two theatres in Utica, N. Y.; an indoor house and a drive-in at Watertown, N. Y.; and upstate representative for Realart, is handling district sales for the revival of "Duel In The Sun." The Palace, here, is one of the important situations booking it. . . . Jack Goldberg, MGM manager, was at the side of Esther Williams, his company's beautiful musical star, and her husband, Ben Gage, after their arrival to play three performances with a stage unit in the Palace.

Stanley Warner zone manager Charles A. Smakwitz accepted for the Strand a Marine Corps plaque citing the theatre's loyal cooperation in Marine activities. Major William M. Streeter, in charge of the Albany recruiting office, made the presentation, authorized by Marine Commanding General Lemuel C. Sheperd. The Strand is managed by A. O. La Flamme.



Louis Astor, sales executive, and Mortimer Wormser, assistant treasurer, were recently hosted by Columbia in New York City on the occasion of their being with the company 25 years. On the left, Astor, center, is seen with, left, general sales manager A. Montague and, right, executive vice-president Jack Cohn. On the right are seen Wormser, with others shown being vice-president and treasurer A. Schneider; assistant sales manager Rube Jackter; Columbia International vice-president Lacy Kastner; and Columbia vice-president Leo Jaffe.

That Cleveland exhibitor and promotionist who recently conferred here with Warner zone manager Charles A. Smakwitz, on plans for a children's show, under a merchant's tie-up, at Troy, Troy, N. Y., was Max Jacobs, not Max Cohen. Jacobs' family was on vacation in nearby Vermont.

Buffalo

The premiere of "The Egyptian," Century, proved a great success with block long crowds the result of an extensive campaign put over by Robert T. Murphy, general manager, and Phil Todaro, publicist. The gala festivities had city officials, celebrities from radio and TV, critics, as guests along with the general admission. Kleig lights, a parade, band music, tape recordings, etc., all helped make the premiere a big success.

Cohoes

Discharged from Samaritan Hospital, Troy, N. Y., and back on the job as manager of Fabian's Cohoes, is George Seed, member of the famed Seed theatrical family. He underwent treatment for a slipped disc in the spine; but is okeh now.

Glens Falls

Bill Straub, manager, Paramount, personally endorsed "Broken Lance" in a large newspaper advertisement.

Ilion

Ray Leveque, Schine's Capitol, has lined up several local merchants who will sponsor a series of combined amateur and style shows. Fashion shows will be held with amateur talent acts between the showing of styles. In a sense, this is a follow up of the successful amateur shows Leveque presented the past summer in cooperation with the Ilion Recreation Commission. The local talent shows are always popular; and successful boxoffice stimulants.

Kingston

The personal endorsement by Walter Reade city manager Joseph Summers of "On the Waterfront" featured advertising copy for the picture at the Broadway. He called it "A magnificent contribution to the world of drama. It is great entertainment. To miss it would be to deny yourself one of the stirring emotional experiences of your lifetime. We urge you to see it."

Reade Kingston houses, including the 9-W Drive-In, made a timely tie-in to Labor Day safety messages by advertising, "If you must travel, be careful. If you remain at home, relax and enjoy our great holiday shows."

Plattsburgh

The Plattsburgh Drive-In staged a mammoth fireworks display on Labor Day.

Troy

Proctor's, managed by Larry Cowen, hooked into the closed circuit telecast of Marciano-Charles fight.



Marilyn Monroe, 20th-Fox star, in New York City to shoot some scenes for "The Seven Year Itch," was recently mobbed by reporters and cameramen upon her arrival at Idlewild Airport from California. The mass press welcome was unprecedented and Miss Monroe spent nearly an hour and a half posing for photos and talking to the reporters.

EYEING THE Exchanges

NEW YORK—Gladys Braunstein, secretary to the branch manager at MGM, announced her engagement to U-I's print booker Dick Feinstein, thus climaxing a yearlong industry romance. The handsome young couple met last year when Feinstein was with MGM's booking department. No date has been set for the wedding although it is tentatively booked for the fall of 1955. Incidentally, for Miss Braunstein it will be a double occasion. She also celebrates her birthday.

WARNERS—Inspectress Ann Mancuso has taken off for a vacation at her home town of Saugerties, N. Y. . . . Office manager Cal Leeder is taking his vacation this year by auto through New England. . . . Back from Lake George vacationland is Al Blumberg, head booker. . . . District manager Norman Ayers was in Buffalo on business. . . . Newlywed Ann Chayet, booking clerk, returned from her honeymoon.

PARAMOUNT—Three newcomers have joined Paramount's accounting department, Trudy Rosenblum, a summer graduate from Brooklyn College with a



Representative Jacob K. Zavits recently presented actress Ruth Woods with a check for CARE for the first tickets to the gala world premiere of UA's "The Barefoot Contessa," which is due to open at the Capitol, New York City, with proceeds going to the world-wide relief and rehabilitation agency.

BA in fine arts, is a portrait painter on the side; Arlene Gabrilleis, also a recent grad from James Madison High School; and Grace Ganguzza, picture reports. . . . Stanley Calman has moved into the booking department.

UNITED ARTISTS—A deep tan covers apprentice booker Dave Nathan, who just returned from a Florida jaunt. . . . People are being kept on their toes with the business coming in as a result of the drive initiated Sept. 5 and set to run through March 5. The drive is honoring Robert S. Benjamin, UA board chairman.

REPUBLIC—Peter Andrich, Jr., a new foreign sales trainee, will be spending a few weeks in the New York exchange studying branch operations. He graduated this summer from Fairleigh Dickinson College, Rutherford, N. J., where he received a B.S. degree in business administration. While attending school he worked summers at Consolidated Laboratories, where his father is traffic manager. Living in Weehawken, N. J., Aldrich is 21, single, and a sports enthusiast. . . . Bookkeeping machine operator Rene Goldstein accepted birthday congrats. . . . Maria Arroyo has made a February date with the stork.

U-I—Office manager Leo Simon was enjoying a vacation. . . . New around the office is Josephine Cangiano, booker's secretary.

MGM—Billie Zena Siegel spent the weekend with friends at South Fallsburg. . . . Rebecca Derderian, cashier's department, enjoyed a Catskill weekend. . . . Lorraine Reiner, contract department, was swinging it up at Basin Street, where she saw Louis Armstrong.

BONDED—A bridal shower for bookkeeper Grace Grossman was given by the office girls at the Grotto Restaurant last week. Miss Grossman ties the knot officially on September 26 with Jeff Baum at the Menorah Temple in the Bronx. Her sister, Nancy Grossman, a clerk at Allied Artists, will be maid of honor. . . . Tommy Manzone, head inspector, TV department, spent his vacation in a flying tour of the United States with his brother in his two seater plane. . . . Lou Notis, inspector,

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM

The form is titled "DAILY BOXOFFICE STATEMENT No." and is divided into two main sections: "MATINEE" and "EVENING". Each section contains a table for recording ticket sales, with columns for "Ticket Numbers", "Total", "Tax", "Other", and "Admission". Below these tables are sections for "CASH RECEIPTS", "TAXES and WAIVERS", and "GRAND TOTALS". The form is designed to be filled out daily to track box office performance.

Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

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Standing in the outer lobby recently and watching the "Duel In The Sun" opening day crowds at the Mayfair, New York City, are, left to right, Budd Rogers, SRO general sales manager; Sherman S. Krellberg, president, Principal Film Exchange, New York distributor of the film; and Dick Perry, Principal's branch manager.

has returned from his Long Branch vacation. . . . Head shipper Frank Armstrong is back from a Manasquan, N. J., respite.

COLUMBIA—Contract clerk Frances Taylor entertained the Rhythm Aces quartet at her home. Her next professional dancing engagement will be at the Monte Carlo, here she will appear on the program with the Ink Spots. . . . Eugene Dailey, boxoffice department, visited the Army Board for his draft physical.

ALLIED ARTISTS—Clerk Nancy Grossman will be bridesmaid at her cousin's wedding in Connecticut and maid of honor at her sister's nuptials this week. . . . Salesman Meyer Solomon was saddened by the death of his brother-in-law. . . . Biller Rita Salgado has set the date for her wedding as Oct. 11. . . . Booker Hank Feinstein has new color slides of his daughter.

RKO—Secretary Ruth Hirsch was vacationing. . . . Bookkeeping machine operator Sadie Castanza was on the sick list. . . . Phil Heydeck, boxoffice department, will be taking it easy at New Hope, Pa. He also celebrated a birthday. . . . Salseman Charles Penser was out of the hospital and is recuperating at home.

20TH-FOX—Secretary Bess Goldstein Allen has moved back to the city from her summer dwelling at Long Beach. . . . Booker's assistant Sylvia Weitz and Alice Schwartz, boxoffice department, celebrated simultaneous birthdays. . . . Frances Singer, secretary to the division manager, has moved back to the Bronx from her Rockaway place.

RAMBLIN' 'ROUND—Harry Garfman, business agent, Local 306, Projectionists, has moved his family back to the city from their mountain vacationland. . . . Grace Young, secretary at Al Bondy, has returned from her Lake Placid vacation. . . . "Companions Of The Night," a new French film, has been acquired for American distribution by Arlan Pictures. . . . Noel Meadow has acquired a series of 13 new English-made shorts on animal life.

—J. A. D.

Cancer strikes 1 in 5

Strike back

Give

Your gifts to the American Cancer Society help guard those you love.

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American Cancer Society



ALLIED ARTISTS

The Human Jungle

MYSTERY
MELODRAMA
82M.

ESTIMATE: Well-made program meller.

CAST: Gary Merrill, Jan Sterling, Paula Raymond, Emile Meyer, Regis Toomey, Chuck Connors, Pat Waltz, George Wallace, Chubby Johnson, Don Keefer, Rankin Mansfield, Lamont Johnson, Leo Cleary, Florenz Ames, Claude Akins, Hugh Boswell, James Westerfield. Produced by Hayes Goetz; directed by Joseph M. Newman.

STORY: After a strip tease dancer is murdered, police captain Gary Merrill is assigned to take over from aging James Westerfield, even though Merrill is about to quit having passed his bar exam. Merrill revitalizes the men under his command including veteran Regis Toomey, Lamont Johnson, Rankin Mansfield, George Wallace, and Pat Waltz. Some resent his orders to clean up the district and find the murderer of the dancer. The section is controlled by underworld leader Florenz Ames, assisted by Claude Akins, manager of the club where the dead girl worked, and strong arm boy Chuck Connors, who turns out to be the killer. Another club girl, Jan Sterling, supplies Connors with an alibi for the night in question, but Merrill decides to work on her until she comes clean. Ames orders Merrill framed on brutality charges which ties things up in hearings, etc., but using Sterling as a lever, he and several of the men force Connors to admit the killing by trying to also kill Sterling. A climactic chase winds the case up with Merrill deciding to remain where he is needed, in police work.

X-RAY: This is one of the better entries on police in action and the behind-the-scene work that goes into the operation of a precinct house in a large city. Interest is on high with the yarn and camera jumping from one high point to another and all integrated into one entertaining result. It should please action, meller, and mystery fans. Performances are capable, with Merrill doing very well in the lead, while the direction and production are in the better class. The screen play is by William Sackheim and Daniel Fuchs, based on a story by Sackheim. One song, "It Ain't Gonna Be You," is heard. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Higher program rates.

AD LINES: "He Was Ordered To Clean Up The City And Solve A Murder . . . And He Really Did A Job In 'The Human Jungle'"; "A Thrill-Packed Ac-

MOTION PICTURE

EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

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SECTION TWO
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tion Thriller Of A City In Trouble"; "He Had To Throw Her To The Wolves To Solve A Killing And Clean Out The Underworld."

COLUMBIA

The Black Dakotas (721)

OUTDOOR
MELODRAMA
65M.

(Color by Technicolor)

ESTIMATE: Okeh programmer for the lower half.

CAST: Gary Merrill, Wanda Hendrix, John Bromfield, Noah Beery, Jr., Faye Roope, Howard Wendell, Robert Simon, James Griffith, Richard Webb, Peter Whitney, John War Eagle, Jay Silverheels, George Keymas, Robert Griffin, Clayton Moore, Chris Alcaide, Frank Wilcox. Produced by Wallace MacDonald, directed by Ray Nazarro.

STORY: During the Civil War, Frank Wilcox, emissary from President Lincoln carrying a new treaty for the Sioux Nation, is stopped by a stage hold-up by a group of Confederate spies. He is killed by Gary Merrill, his traveling companion, and another spy who takes over his identity. The rebel plan is to promise the Indians anything but then hold out until they declare war which might divert some Federal troops from the battlefield. Also, the rebels hope to capture a shipment of gold. Faye Roope, Confederate leader, is

caught plotting with renegade Indians and is accused of being a spy. He is tried immediately and sentenced to be hung. His daughter, Wanda Hendrix, tries to interfere. Later, Noah Beery, Jr., reveals himself as a rebel agent ready to help Merrill. The latter and John Bromfield head for the Indians but are attacked by a band of renegades. Bromfield gets away and summons help which arrives in time to save Merrill from being burnt at the stake. The body of Wilcox is found, but before the marshal and judge can identify him, they are killed. Hendrix is blamed for the killings since she promised to kill them for the part they played in the hanging of Roope. Bromfield gets her away but they are made prisoner by Beery and his men, with Beery admitting the killings. Merrill admits his real identity. Merrill disposes of the others so that he can keep the gold himself. Bromfield arrives with a band of Indians. Merrill is captured, the Indians get the gold, the treaty is signed, and peace comes to the area while Bromfield and Hendrix plan for the future together.

X-RAY: Containing quite a bit of action, intrigue, gun play, as well as sessions with Indians, rebel spies, etc., this shapes up as an okeh lower half feature that should round out the program adequately. The cast is efficient and the direction and production are average. The screen play is by Ray Buffum and DeVallon Scott based on a story by Buffum. Maximum aspect ratio: 1.85-1.

AD LINES: "Savage . . . Spectacular . . .

FIRST* in the entire trade press . . .

MOTION PICTURE EXHIBITOR . . . both in The Pink Reviews as available, and in the alternating yellow Check-Up, . . . now lists, for your booking and playing knowledge, all pertinent data on the new techniques. Included in such data are:

1. ARE PRINTS AVAILABLE IN STEREOPHONIC SOUND?
2. WHICH SCREEN ASPECT RATIOS ARE AVAILABLE ON EACH PICTURE?
3. ON WHICH 3-D PICTURES ARE 2-D PRINTS AVAILABLE?
4. IS IT CINEMASCOPE . . . VISTAVISION . . . SUPERSCOPE . . . etc.?
5. ARE THERE ANY OTHER MECHANICAL PLUS-VALUES TO HELP THE GROSS?

*AS USUAL! The most useful and "theatre-wise" services will always come from the theatreman's most serviceable weekly!

Sensational . . . In Color By Technicolor"; "The Sioux Against The Settlers"; "When Hate And Fear Ruled The Last Frontier And The Savage Sioux Rode The Vengeance Trail."

Cangaceiro

(THE BANDIT)

MELODRAMA
92M.

(Brazilian-made) (English titles)

ESTIMATE: For the art houses.

CAST: Alberto Ruschel, Marisa Prado, Milton Ribeiro, Vanja Orico, Ricardo Campos, Adonira Barbosa, Nuesa Veras, Ze do Norte. Directed by Lima Barreto. A Vera Cruz Production.

STORY: This is the story of the bandits in Brazil and one in particular, Milton Ribeiro, who lives by force and doesn't hesitate to use extreme methods when necessary. On one raid, he kidnaps the local school teacher, attractive Marissa Prado. His lieutenant, Alberto Ruschel, falls in love with her and vows no harm shall come to her. They escape. During the flight the couple find they are in love, but he cannot accompany her into the city preferring the wilds of the country. Ribeiro and his men pursue them. Ruschel sends Prado to the city and safety while he holds off the bandits. In the fighting, he wounds Ribeiro. When his ammunition is gone he is given a chance to walk away with each the bandits firing once after he passes a landmark. If all miss, then he will go free. He is critically wounded and dies.

X-RAY: There is a savage and brutal quality to be found in this import, as well as a story that holds interest because of its different theme and brutality. It's not a pleasant film but it is one that could do well on the art house and specialty circuit. The cast, direction, and production are good. The story and screen play are by Lima Barreto. Songs heard include "Mule Rendera," "Chiquinno Ole," "Lua Bonita," "Meu Pinhao," "Dodade, Meu Bem, Sodade," "Minervina." Legion of Decency: "B."

AD LINES: "A Film Loaded With Savage Thrills"; "Lovers Trapped In The Wilds Of Brazil"; "He Took What He Wanted . . . Money And Women Alike."

Three Hours To Kill
(720)OUTDOOR DRAMA
77M.

(Color by Technicolor)

ESTIMATE: Okeh for the dualers.

CAST: Dana Andrews, Donna Reed, Dianne Foster, Stephen Elliott, Richard Coogan, Lawrence Hugo, James Westfield, Richard Webb, Carolyn Jones, Charlotte Fletcher, Whit Bissell, Felipe Turich, Arthur Fox, Francis McDonald. Produced by Harry Joe Brown; directed by Alfred Werker.

STORY: Stage coach guard Dana Andrews attends a town dance with friends banker Dick Coogan; barber Whit Bissell; saloon owner James Westfield; gambler Lawrence Hugo; and his best friend, Stephen Elliott. Andrews, slightly drunk and in love with Donna Reed, tells her brother, Richard Webb, that they are going to be married. Webb objects and there is a fight. Also there is Dianne Foster, hotel owner, who is in love with Andrews. Andrews is knocked unconscious and his gun is used to kill Webb. Everyone urges he be lynched. Reed manages to get him free, and he makes his escape. He returns to find the real killer. Elliott is now the sheriff. Andrews questions each of his

former friends, including Coogan who married Reed, and he also sees his son born by Reed. It turns out that Elliott is the guilty one, having owed Webb money. They have a gun fight and Elliott is killed. Andrews is cleared and decides to ride off despite invitations from the town to remain. Foster prepares to follow wherever he goes.

X-RAY: There are several good dramatic moments to be found in this interesting entry with its slightly off-beat yarn, and together with its capable performances and suitable direction and production, this should do okeh as part of the program. There is also enough action and suspense to satisfy most mass audiences adequately. The screen play is by Richard Alan Simmons and Roy Huggins, with additional dialogue by Maxwell Shane based on a story by Alex Gottlieb.

AD LINES: "The Gunman Was No Stranger; She Knew Him Better Than She Knew Her Own Husband"; "She Knew He Would Take Anything He Wanted And She Hoped He Still Wanted Her"; "I Hoped You'd Come Back; But To Love—Not To Kill."

LIPPERT**Terror Ship** (5330)MYSTERY
MELODRAMA
72M.

(English-made)

ESTIMATE: Okeh for the lower half.

CAST: William Lundigan, Naomi Chance, Vincent Ball, Jean Lodge, Kenneth Henry, Richard Stewart, John Warwick, Beresford Egan, Frank Littlewood, Armand Guinle, Peter Bathurst, Stanley Van Beers. Produced by W. H. Williams; directed by Vernon Sewell.

STORY: American writer William Lundigan, vacationing in England, comes across a motor launch with a strange history. From its owners, Naomi Chance and Vincent Ball, brother and sister, he learns that they came across the vessel while out in their own ship and towed it ashore. They went aboard, and found no one there, with a single shoe being the only unusual object aboard. Lundigan, seeing an opportunity for a story, decides to track down the ownership of the boat. He and Chance and Ball go to the continent where checking owner after owner only gets them shot at. They decide to tear the boat apart after the body of an atom scientist is found washed ashore with a shoe that matches the one found aboard the vessel. They encounter radio-active burns which brings in British intelligence and they learn that the dead man worked for a lab that discovered a new nuclear material which he helped steal. Too late they realize that it must have been aboard and it's discovered that the thieves are headed out to sea. Lundigan and the others give chase. When the crooks fire at the pursuing vessel, the explosion touches off the nuclear substance and explodes it, killing those aboard and destroying the boat. Lundigan writes the yarn into another best seller, and he and Chance set off on a honeymoon.

X-RAY: This starts out as a pretty good mystery and then gets enmeshed in all kinds of story byplays. It still contains a goodly amount of suspense. It is aided by authentic backgrounds and surroundings and the cast is efficient, with direction and production being okeh. It should round out the program in adequate fashion. The screen play is by Julian Ward based on a story by Vernon Sewell.

AD LINES: "Make Way For A Tornado Of Excitement"; "They Had A Hot Cargo On Their Hands"; "Peril Stalks The Waterfront."

REPUBLIC**Roogie's Bump** (5310)FANTASY
70M.

ESTIMATE: For the lower half.

CAST: Robert Marriot, Ruth Warrick, Olive Blakeney, Robert Simon, William Harrigan, David Winters, Michael Mann, Archie Robbins, Louise Troy, Guy Rennie, Tedd Lawrence, Michael Keene, Roy Campanella, Billy Loes, Carl Erskine, Russ Meyer. Produced by John Bash; directed by Harold Young.

STORY: Robert "Roogie" Marriot, nine-year-old, has trouble making friends with the knot-hole gang in Brooklyn. He meets an old time pitcher, William Harrigan, who predicts Marriot has a future as a pitcher. A strange bump appears above Marriot's elbow on his pitching arm, and he tries a couple of practice balls just to assure himself that it is okeh. One goes through a cement wall, and the other sails over the East River and demolishes a chimney. Marriot writes the manager of the Dodgers, and takes his grandmother, Olive Blakeney, to a game. When a foul falls into their laps, Marriot throws it back to Roy Campanella, who is thrown off his feet by the force of the pitch. Over the manager's protest, Marriot joins the Dodgers. However, in a crucial game with Marriot on the mound, his bump leaves him, and he is taken out of the game. Harrigan approaches him, explaining it is faith that should carry us through in life and that Marriot should return to the dugout and root the team on to victory.

X-RAY: Here is an off-beat fantasy with a baseball background, both elements for some reason or other giving the film several strikes on it before it gets started. It is slow moving and the direction appears too painstaking. The musical score is inadequate, but as a lower half entry it may get by what with the presence of the Dodger team and other players who have appeal if properly exploited. There are several shots of actual games played at Ebbetts Field. Marriot is natural and the Brooklynese of the knot-hole gang is amusing. The screen play is by Jack Hanley and Dan Tothoroh from an original story by Frank Warren and Joyce Selznick.

AD LINES: "They're All Cheering For Roogie, The Miracle Kid Of Baseball"; "Meet The Boy Sensation Of The Brooklyn Dodgers"; "You'll Laugh, Thrill, And Cheer As Roogie Stops A Dodger Slump With His Zoom Ball!"

The Shanghai StoryMELODRAMA
90M.

ESTIMATE: Topical meller has exploitation possibilities.

CAST: Ruth Roman, Edmond O'Brien, Richard Jaeckel, Barry Kelley, Whit Bissell, Basil Ruysdael, Marvin Miller, Yvette Dugay, Paul Picerni, Isabell Randolph, Philip Ahn, Frances Rafferty, Frank Ferguson, James Griffith, John Alvin, Frank Puglia, Victor Sen Young, Janine Perreau, Richard Loo. Associate producer and director, Frank Lloyd.

STORY: Bitter American doctor Edmond O'Brien and all other westerners in Shanghai are imprisoned in a hotel by the Chinese Communists, who seek a spy. Ruth Roman, girl friend of Communist colonel Marvin Miller, also lives there and is free to come and go. The other occidentals despise her until she aids in getting the small daughter of an interned family to the hospital for an operation. Whit Bissell turns out to be the American spy and is killed trying to escape

with important information. O'Brien, now in love with Roman, suspects her, but she proves herself by aiding him and Richard Jaeckel to escape with the information. The duo make it to the coast and are picked up by a waiting submarine, but O'Brien, rather than return to America alone, returns to the uncertain Shanghai and love with Roman. The Chinese are forced to release the internees.

X-RAY: There is much of interest here, with several fine character studies supplied by the supporting players. Some of the plot development is stereotyped, but O'Brien is effective as the troubled surgeon, and Roman easy to look at as a mystery woman. The timeliness of the theme can be exploited. Photography is effectively low key, and direction is taut. There is enough action and intrigue to assure satisfaction on the program. The screen play is by Seton I. Miller and Steve Fisher, based on a story by Lester Yard. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Fair program rates.

AD LINES: "A Drama Of Brutality, Intrigue, And Romance Behind The Bamboo Curtain Of The World's Wickedest City"; "Shanghai . . . Her Playground . . . Men . . . Her Destiny"; "Sensuous, Sensational, Shanghai Had Never Seen A Woman Like Her."

UNITED ARTISTS

Jesse James' Women

WESTERN
83M.

(Panorama)

(Print in Technicolor)

ESTIMATE: For the lower half.

CAST: Don Barry, Jack Beutel, Peggy Castle, Lita Baron, Joyce Rhed, Betty Brueck, Laura Lee, Sam Keller. Produced by Lloyd Royal and T. V. Garraway; directed by Donald Barry.

STORY: Incognito under another name, Don Barry as Jesse James and his gang arrive to hide out near a Mississippi town. They decide to loot the town quietly and leave without fan fare. Barry makes love to Joyce Rhed, the banker's daughter, and promises to marry her whereupon she turns over the keys to the vaults. They take much of the money and she returns the keys. Next, he gets romantic with saloon owner Peggie Castle and walks off with much of her money, blaming her loss on a fleeing gambler. Next he runs into Betty Brueck, a cattle dealer whom he once took for a bundle of cash but who still loves him, so he sets her up to be taken later. The follow-up to this has him rescuing Lita Baron, a singer headed to work in Castle's place, from some of his men who are jealous of his conquests. She attaches herself to him and bleeds him for money to keep her mouth shut. Brueck and Castle have a fight over Barry and the sheriff clamps them both in jail at Barry's suggestion while he and his men ride off with all the available cash. He gives some to Laura Lee, the sheriff's young daughter, because she kept his identity a secret and because he was her hero while more of it goes to the local preacher when they pull out for further adventures.

X-RAY: You have to see this one to believe it. This entry abounds in southern accents, amateurish acting, direction, and production, to say nothing of situations which the real Jesse James or his numerous screen counterparts wouldn't be caught dead in. This film spoof does have a few angles in the gals, and there is one good femme fight that could be used as a selling point. The screen play is by D. D. Beauchamp and there are two musical numbers, "Careless Lover" and "In The Shadows Of My Heart."

TIP ON BIDDING: Lower bracket.

AD LINES: "Gun Battles . . . Love . . . Battles . . . Blood Battles"; "He Had A Way With Women . . . They Forgave Him Almost Anything Except His Other Women"; "Sex And Six Guns Mix It Up For A New Kind Of Western."

Sitting Bull

OUTDOOR MELODRAMA
105M.

(Frank)

(CinemaScope)

(Eastman Color)

ESTIMATE: Well-made, interesting entry should appeal to action spots.

CAST: Dale Robertson, Mary Murphy, J. Carrol Naish, Iron Eyes Cody, John Litel, Bill Hopper, Douglas Kennedy, Bill Tanen, Joel Fluellen, John Hamilton, Tom Brown Henry, Felix Gonzales, Al Wyatt. Produced by W. R. Frank and Tele-Voz, S.A.; directed by Sidney Salkow.

STORY: Major Dale Robertson encounters a group of fleeing gold prospectors who abandoned their wagons and supplies, and he refuses to pursue the Indians who were after the food. He is censured by General John Litel. He also has an argument with Litel's daughter, Mary Murphy, which results in her breaking their engagement. He is assigned to police an Indian agency and discovers that the Indians are being mistreated. Other chiefs in the Sioux Nation are urging J. Carrol Naish, Chief Sitting Bull, to declare war on the whites, but he is reluctant to do so. Indians at the agency attempt to escape, and the crazed Indian agent shoots and kills Naish's son. Robertson is saved from court martial by the intervention of President Grant, who demotes him to captain and assigns him the task of arranging a meeting with Naish. The President comes west to see Naish, but during the proceedings, a patrol of Douglas Kennedy, Custer, fires on some Indian scouts, and Kennedy orders pursuit of the Indians after assigning Robertson another task. Kennedy and his men are massacred. Robertson goes to Naish and pleads that things can still be straightened out, leading the chief and his warriors to safety past vengeful army forces. When he returns to the fort, he is court martialed and sentenced to be shot. At the last moment, Naish reaches the president and convinces him that Robertson's action were for the benefit of the country. He is pardoned and reconciled with Murphy.

X-RAY: This first CinemaScope release via United Artists is an impressive one with a large cast of hundreds and hundreds as well as all the ingredients that go into an entry tailored for showmanship. It has an interesting story, one that despite its length holds interest on high. Also contained are good performances, unusual situations, and better direction and production. There's plenty of action framed by colorful settings, in all a film that can be sold for better returns boxoffice wise. The screen play is by Jack DeWitt and Sidney Salkow.

TIP ON BIDDING: Higher program rates.

AD LINES: "The Untold Story Behind Custer's Last Stand"; "A Thrilling Action Story In CinemaScope With a Cast Of Thousands . . . One Not To Be Soon Forgotten."

U-International

Four Guns To The Border

WESTERN
82½M.

(Color by Technicolor)

ESTIMATE: Okeh programmer.

CAST: Rory Calhoun, Colleen Miller, George Nader, Walter Brennan, Nina

Foch, John McIntire, Charles Drake, Jay Silverheels, Nestor Paiva, Mary Field, Bob Herron, Bob Hoy, Reg Parton. Produced by William Alland; directed by Richard Carlsen.

STORY: An outlaw team consisting of leader Rory Calhoun, John McIntire, Jay Silverheels, and George Nader blast open a saloon safe and find it empty. At a desert store owned by Nestor Paiva they plan the robbery of a bank where Calhoun's one-time friend, Charles Drake, is sheriff. Calhoun figures on acting as decoy to lure the townspeople away from the bank. They meet Walter Brennan and his daughter, Colleen Miller. Miller and Calhoun are attracted to each other until Brennan is forced to separate them. The next day, Calhoun picks a fight with Drake, one of the reasons being that Drake won Nina Foch away from Calhoun and married her. The robbery comes off as planned and as they head for Paiva's they find the place burned and Paiva killed by Indians. They head for the border and come across the trail of Brennan and Miller, who are followed by a band of Apaches. They go after father and daughter and aid in driving off the Indians until the posse led by Drake catch up with them. Of the outlaws, only Calhoun is alive and he is wounded. Taken to Brennan's farmhouse, Calhoun decides to fight Drake until Miller pleads with him to surrender, take his just deserts, and return to her. He agrees and rides off with Drake.

X-RAY: Everybody here seems to have problems but for exhibitors there is no problem. Just slot it in on the lower half as an average program bolsterer with enough riding, shooting, fisticuffs, Indians, robberies, color by Technicolor, etc., etc., to satisfy most western fans. There's even a hot romance to keep things interesting for the femmes. Direction, yarn, acting are in the average class with the screen play by George Van Marter and Franklin Coen based on the story by Louis L'Amour.

TIP ON BIDDING: Program price.

AD LINES: "He Had To Choose Between The Border With Bank Gold Or A Girl, A Future Together, And An Indian Attack"; "He Had A Way With Women And Outlaws"; "Action . . . Apaches . . . Romance . . . Outlaws . . . Gunplay . . . All To Be Found Near The Border."

High And Dry

COMEDY
93M.

(English-made) (Rank)

ESTIMATE: Pleasant well-made comedy for the art spots.

CAST: Paul Douglas, Alex Mackenzie, James Copeland, Abe Barker, Tommy Kearins, Hubert Gregg, Geoffrey Keen, Dorothy Alison, Andrew Keir, Meg Buchanan, Mark Dignam, Jameson Clark, Moultrie Keisall, Fiona Clyne, Sheila Shand Gibbs, Betty Henderson, Russell Waters, Duncan Macintyre, Roddy McMillan, Jack Macguire, John Rae, Jack Stewart, Eric Woodburn, Douglas Robin, R. B. Wharrie, David Cameron, Catherine Fletcher, William Crichton, Herbert Downie, Herbert C. Cameron, Gilbert Stevenson. Produced by Michael Balcon and Michael Truman; directed by Alexander Mackendreck.

STORY: Paul Douglas, an American business executive, has bought an ancient castle on an island off Scotland as an anniversary gift to his wife, planning to furnish it with modern conveniences. Because of a misunderstanding, agent Hubert Gregg assigns the cargo to a dingy puffer captained by Alex Mackenzie and his crew of three. When Douglas learns that his valuable cargo is in such a dingy, he sends Gregg to catch up with the boat and have

the cargo removed. Gregg, however, is arrested for poaching. Douglas now goes into action. Intent upon seeing that the cargo is put ashore, he makes himself a passenger on the puffer. The wily skipper outwits Douglas at every turn and continues the voyage at a leisurely pace, stopping off occasionally for visits with old cronies. The boat goes out of control just as it is nearing its destination, landing high and dry on a reef. Although his cargo could have been removed, Douglas realizes that the boat that means so much to the captain and his crew would necessarily be destroyed by the waters. He decides to throw the valuable cargo over, thereby saving the ship. The trip has taught Douglas to live at a slower pace and to consider people rather than price tags.

X-RAY: A delightful comedy about a Scot captain of a dilapidated boat, his crew, and their attempt to carry cargo for a dynamic American businessman will insure many amusing moments for audiences who can appreciate this entry. The Scot brogue, the quaint surroundings, the well-plotted situations and fine performances by all concerned, especially Douglas and Alex Mackenzie, to say nothing of the better direction and production put this in the better class as far as this type of import is concerned. It will best play the art and specialty houses. William Rose wrote the screen play based on an original story by Alexander Mackendrick.

AD LINES: "A Worthy Successor To 'Tight Little Island'; "A Captivating Piece Of Comedy On Scotland"; "Hilarious Highlanders Hijack An American Businessman For A Bucketfull Of Chuckles."

FOREIGN

Bride With A Dowry COMEDY DRAMA
105M.
(Artkino)
(Russian-made) (English titles)
(Sovcolor)

ESTIMATE: Routine Soviet import.

CAST: Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev, L. Kuzmicheva, G. Kozhakina, K. Kanayeva, D. Dubov, G. Ivanov, A. Pribylovsky, T. Peltzer, and Nikolai Kurochkin and V. Doonin on the Maly Theatre. Directed by T. Lukashevich and B. Ravenskikh.

STORY: The two lovers involved here have a clash over agricultural methods. They are from neighboring collective farms and the misunderstanding involves a difference between modern and traditional methods of farming. While the couple is separated, another young man, vain but humorous, tries to court the girl in question without much success. Finally, through the intercession of the older folks, the lovers are reunited and the third side of the triangle finds a girl of his own for a double wedding finale.

X-RAY: A ridiculous situation comedy that involves itself with the mechanics of the Soviet system of agriculture, this import would be of little interest to American audiences. The screen play was adapted from a stage play by N. Dyakonov.

AD LINES: "A Hilarious Tale Of Court-ing Russian Style"; "Fun And Music From Soviet Russia"; "A High Spirited Russian Comedy."

The French Touch COMEDY
84M.
(Times Film)
(Made in France) (English titles)

ESTIMATE: Amusing import for the art spots.

CAST: Fernandel, Renee Devillers, Arlette Poirier, Georges Chamardat, Blanchette Brunoy, Jane Sourza, Jose Noguero. Produced by Ray Ventura; directed by Jean Boyer.

STORY: Fernandel, an ambitious sheep trimmer from Provence, rises to poodle clipper and then wig maker. He meets pretty Rene Devillers, marries her, and together they open a modest coiffure shop in Paris. The housewives are thrilled by his gentle touch and he is an instant success. When the mistress of a wealthy business man summons him, she falls under his spell and lures him into an affair. However, when her lover enters unexpectedly she quickly disposes of Fernandel. Eager for revenge of his humiliation, the hairdresser meets Blanchette Brunoy, wife of the businessman lover. He helps her to recapture her husband's affections. Society women, learning of Brunoy's remarkable transformation, flock to his shop and Fernandel becomes the rage of Paris. Meanwhile his wife begins to be jealous of the many women who throw themselves at her husband. Fernandel is called upon again to save Brunoy's marriage, this time by her young daughter who reveals that she is under the spell of a suave gigolo. This time, he masquerades as a barber and shaves off the giolo's hair. The grateful daughter mistakes her feeling toward Fernandel for love and he, blinded by pride, believes he loves her. Fernandel plans to tell his wife he wants a divorce. Shocked that she should take the news so nonchalantly, he is forced into the realization of the situation. He advises the young girl to find a younger man and he returns to his wife a humbler hairdresser.

X-RAY: An amusing little farce, most of the humor in this French import comes from comic Fernandel's inimitable clowning. The subject matter is frothy and frivolous but Fernandel manages to keep the audience's attention with his hilariously grotesque facial expressions. The rest of the cast is overshadowed but competent, including Renee Devillers, beautiful wife of the Don Juan of hairdressers. Art houses where Fernandel's name and talents are known should find this a pleasant entry. Jean Boyer and Serge Veber wrote the screen play from a play by P. Armont and M. Gerbidon.

AD LINES: "The Fabulous Fernandel As The Don Juan Of Hairdressers"; "Magic Fingers That Made Every Woman His"; "Hilarious From Beginning To End"; "A Spicy Gallic Comedy."

Kill Him For Me MELODRAMA
90M.
(Waldman)

(Made in Mexico) (English dialogue)

ESTIMATE: Stock thriller for the lower half.

CAST: Arturo De Cordova, Leticia Palma, Carmen Montejo, Ramon Gay, Henrietta Reza, Consuelo Guerrero De Luna. Produced by Filipe Mier and Oscar Brooks; directed by Roberto Gavaldon.

STORY: Arturo De Cordova, a fortune teller and mystic, is not making out too well financially. When he learns of the death of a wealthy man, he lets it be known to the widow that he had had her husband as a customer. He gets Leticia Palma, the widow, to confess that she, in collaboration with the dead man's nephew Ramon Gay, had poisoned her husband before he could change his will. Palma persuades De Cordova to join her in getting rid of Gay. De Cordova kills the nephew but fails to destroy the body. When he reports the death to Palma, she dismisses him, content to let him take

the blame for the killing. However, since he did not destroy the body, Palma is still implicated. Meanwhile, De Cordova's wife, having been rejected by her husband, tries to win him back without success. Palma and De Cordova are called to the morgue by police to identify a body. Palma, without flinching, identifies her nephew's body, and De Cordova, thinking that he is caught breaks down. He refuses to see the body, confesses. When he is forced to view the body it turns out to be his wife's. She had committed suicide in her remorse. Without ever being a suspect, he had doomed himself and Palma.

X-RAY: A mediocre suspense thriller from Mexico, this is a routine tale, routinely told. Furthermore the exceedingly complicated screen play may confuse audiences. De Cordova and newcomer Leticia Palma are adequate in their roles and a competent job of direction manages to hold interest. This should be suitable on the lower half. Jose Revueltas and Roberto Gavaldon wrote the screen play from a story by Luis Spota.

AD LINES: "She Lured Him To Murder"; "A Woman Who Lured Men To Their Doom With A Kiss"; "She Used Men, Then Tossed Them Aside As Trash."

Stars Of The Russian Ballet MUSICAL
75M.
(Artkino)
(Russian-made)
(English Narration)
(Sovcolor)

ESTIMATE—Satisfactory ballet film for art and class spots.

CAST—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeev, V. I. Vakanov, M. M. Plisetskaya, P. A. Gusev, Y. T. Zhdanov, I. D. Belsky, V. M. Chabukiani, M. L. Gottlieb, Y. G. Sangovich, V. I. Tsaplin, V. I. Smoltsov, and the corps de ballet of the Bolshoi Theatre, Moscow and Kirov Theatre, Leningrad. Directed by G. Rappaport.

STORY: THE SWAN LAKE—Tchaikovsky's ballet about a wicked magician who turned some girls into swans and only pure love could return them to human form permanently. The prince fights the magician and hurls him to death. The spell broken, all the swans become human again and the lovers are together.

THE FOUNTAIN OF BAKHCHLSARAL—Music by B. V. Asafiev—The tale here is about a Tartar ruler who captures a beautiful Polish maiden and falls in love with her. He brings her to his palace where he hopes she will learn to love him. One of the ruler's jealous wives kills the girl she thinks is taking her place in the ruler's affections.

THE FLAMES OF PARIS—Music by B. V. Asafiev—During the French revolution, a group of revolutionaries have a clash with a nobelman. They win and spend the rest of the time celebrating.

X-RAY: The abridged version of Tchaikovsky's ever popular "Swan Lake" is performed here skillfully by a stellar cast from the Russian ballet theatre, including the famous Ulanova. "The Fountain of Bakhchlsaral" by a contemporary Russian is also an effective piece expertly done. The finale of the three part program, "The Flames of Paris" is a gaudy fair spectacle. There is no story connected with this dance film and consequently the propaganda is lacking which should make this suitable for art and class spots that can gather an audience for the dance.

AD LINES: "World Famous Artists From The Russian Ballet Stage"; "A Dance

Treat For Ballet Enthusiasts"; "Tchaikovsky's Famous 'Swan Lake' Performed With Exquisite Skill By Russia's Prima Ballerina Galina Ulanova."

Welcome The Queen DOCUMENTARY 50M.

British Information Service
(British-made) (Eastman Color)

ESTIMATE: Satisfactory travelogue for the art houses.

CREDITS: Produced by Howard Thomas. Commentary by John Pudney, spoken by Edward Ward. Music by Sir Arthur Bliss, Malcolm Arnold; conducted by Muir Mathieson.

STORY: Queen Elizabeth and her husband Prince Philip are seen taking off on their world tour which takes them first to the British West Indies. They board their yacht, the S.S. Gothic, for the trip to exotic Fiji and Tonga. Presented with a floral garland by Queen Salote, the royal pair head next to New Zealand where the monarch opens the Houses of Parliament. After a tour of the vast dominion of Australia, they stop off at Colombo and Uganda where the natives welcome the monarch with the same display of loyalty. At the African port of Tobruk, the royal children join their parents for the final lap of their journey. The royal family make a stop at Gibraltar where the famous barbary apes provide some laughs. Cruising up the English channel, their yacht is escorted by the home fleet. The parade through London gathers a cheering multitude. At Buckingham Palace, the royal family makes an appearance as cheering Londoners crowd the streets.

X-RAY: This BIS featurette covers a subject that has already been given coverage on the screen a number of times. However, the film was produced with care and taste and the documentation of the royal couple's visits to the various ports of the empire with their different and exotic cultures might still be of interest to art houses. A march, "Welcome The Queen," is heard.

AD LINES: "A Royal Tour"; "Traveling Around The Globe With Royalty"; "The Young British Queen Visits The Strange And Exotic Darker Corners Of Her Empire."

MISCELLANEOUS

Half Way To Hell COMPILATION 60M.

(Hallmark)

ESTIMATE: Indictment of dictatorship can be sold.

CREDITS: Produced and narrated by Quentin Reynolds.

STORY: This traces the history of dictatorship and its terrible consequences from the world-dominating ambitions of the German Kaiser, the Czar of Russia, Hitler, and Mussolini to the rising tide of Communism today. Seen are German concentration camps; Hitler's armies marching into Poland and other countries; the gradual oppression and despair of the people; the destruction of cities and the maiming of the inhabitants; and the all too familiar speeches of Hitler, Mussolini, and Stalin. Also shown are the oppressed peoples, fanatical followers, and blind human automatons of these "leaders"; bombed out cities; battle grounds; and the elegant palaces in which the "rulers" lived. As the film unfolds, the pattern of totalitarianism and conquest becomes all too obvious.

X-RAY: This is a gripping and powerful compilation. Many of the scenes are crude due to photographic conditions and imperfect preservation of prints, but this

does not lessen their impact as edited by Reynolds. Some of the shots were actually smuggled out of the countries behind the Iron Curtain. All are authentic. This is being paired with "Karamoja" as an exploitation package.

AD LINES: "Every American Should See This Damning Film"; "Dictatorship Exposed In A Brilliant Film Compilation By Quentin Reynolds"; "History's Truth Preserved On Film As A Warning To All Americans."

The Shorts Parade

FOUR REEL

Color Musical

SONGS OF THE RUSSIAN LAND. Artkino. 41m. A series of folk songs and dances from the various peoples that make up the Soviet Union are heard and seen here in Sovcolor. The songs all sound the same and the lengthy running time could be of interest only to the national groups concerned. FAIR.

TWO REEL

Color Cartoon

SISTER ALENOUSHKA AND BROTHER IVANUSHKA. Artkino—Color Cartoon. 13m. This cartoon fairy tale tells of a brother and sister who live in a country cottage. The older sister is always warning her younger brother to beware of certain things in the area. The youngster, however, paying no heed to the warning drinks some water which turns him into a lamb. This naturally causes some consternation with his sister who is eager to marry a wandering prince. Things turn out okeh though. Sister becomes a bride and the lamb becomes a boy again. FAIR.

Comedy

THE BIG BEEF. RKO—Edgar Kennedy Reissues. 17m. When first reviewed in THE SERVICESECTION of November, 1945, it was said: "Edgar Kennedy invites his boss for dinner, and promises him a steak. His wife and relatives mistake a book salesman for the boss, and give him the steak. Kennedy, who has been stuck in the garages, fixes the 'mis-steak' by inviting the boss the next evening. He has a tough time getting the meat, but his brother-in-law fixes everything by ordering a 1,000-pound steak from a meat dealer. When the boss arrives, he is shown the meat, which turns out to be a live cow. Of course, Kennedy does the 'slow burn.' FAIR." (53503).

CUTIE ON DUTY. RKO—Leon Errol Re-releases. 17m. When first reviewed in THE SERVICESECTION of November, 1943, it was said: "Leon Errol is hunting for the jewelry department in a department store, when he is sidetracked by a blonde demonstrator of glassware. Before he leaves, he is persuaded to buy a set of the pottery for his wife as an anniversary present. A neighbor sees him at the counter, and informs his wife that he was flirting with the blonde. Wifey goes home to mother, but this worthy character sends her back to give Errol another chance. The blonde salesgirl from the store comes to the house to give the Errol's a demonstration. Errol hides her before the returning missus enters the apartment. Her boy friend, however, discovers Errol hiding her in a laundry hamper and tries to murder him. A cop

takes both blonde and boy friend into custody, while Mrs. Errol takes care of Leon. GOOD." (53703).

HIS HOTEL SWEET. Columbia Assorted Favorite Reprints. 17m. When first reviewed in THE SERVICESECTION of July, 1944, it was said: "Hugh Herbert, with a jealous wife, tries to console Jack Norton who, thinking his wife has been untrue to him, is determined to commit suicide. Herbert persuades him to learn the man's identity, and kill him instead. Finally, Norton finds his wife in Herbert's room, and Herbert's wife finds likewise for a mildly slapstick finish. Isabel Withers and Christine McIntyre are the wives. FAIR." (7421).

HOST TO A GHOST. RKO—Edgar Kennedy Reissues. 17m. When first reviewed in THE SERVICESECTION of August 1947, it was said: "Edgar Kennedy learns that his pesky brother-in-law has entered the real estate business, and that his first move was to sell his house. Kennedy, in order to spite the family, decides to move into a haunted house. The first night turns out to be a nightmare, but the fadeout finds everyone happy except Kennedy, who learns that in order to buy his house back he must pay more than he received. BAD." (53501).

KNUTZY KNIGHTS. Columbia—Stooge Comedies. 17½m. The Three Stooges are singing troubadours in the Middle Ages who become involved with royal intrigues. The princess wants to marry a blacksmith but her father, the king, wants her wed to the Black Prince. Befriending the princess, the trio plan to help her wed her lover. They learn that the Black Prince intends to kill the king when he marries the daughter thereby gaining the throne. The Stooges foil this plot and the grateful king gives his blessings to his daughter's marriage to the blacksmith. GOOD. (7401).

NOISY NEIGHBORS. RKO—Edgar Kennedy Reissues. 17m. When first reviewed in THE SERVICESECTION of October 2, 1946, it was said: "Edgar Kennedy buys a new car, and gets a \$200 allowance on his old one. His brother-in-law, Jack Rice, buys the car from Kennedy for the \$200, thinking that if he fixed it up he could get more money for it. The catch is that Rice borrowed the money from Kennedy's wife. Trying to fix up the car, a neighbor is kept from sleeping. The noise gets worse, until finally he pushes the car down the runway where it crashes, and is now worth only \$10 in junk. The new car comes, and the horn sticks. Kennedy, trying to escape the neighbor, dashes the wrong way through traffic, and just misses crashing it. FAIR." (53502).

OH PROFESSOR BEHAVE. RKO—Leon Errol Re-releases. 18m. When first reviewed in THE SERVICESECTION of March, 1946, it was said: "Leon Errol's jealous wife returns home to find as house guest a professor, whom neither she nor Errol knows is a beautiful woman. He finds out first, and after the usual chasing in and out of rooms, she, too, learns once again of her husband's innocent (?) duplicity. FAIR." (53701).

WHEN WIFIE'S AWAY. RKO—Leon Errol Re-releases. 20m. When first reviewed in THE SERVICESECTION of March, 1941, it was said: "Leon Errol thinks his wife is going away, gets mixed up with an actress, and has to impersonate his grandfather. Even Errol fans will be hard-pressed to find this funny. FAIR." (53702).

Color Dance

THE GAY PARISIAN. Warners Technicolor Specials. 20m. When first reviewed in *THE SERVIEWSECTION* of December, 1941, it was said: "This is a beautiful, diverting, and artistically mounted short. Further, it is a new departure in the content of briefies, and audiences will sit up and take notice the minute it begins flashing across the screen. The Ballet Russe de Monte Carlo, world-famous exponents of the dance, go through their paces in this complete ballet, with music by Jacques Offenbach and choreography by Leonide Massine. The stars include, besides Massine, Milada Mladovna, Frederic Franklin, Nathalie Krassovska, and others. The experts go through their paces with much grace and deftness, and the whole thing is a treat to the eye and ear. Beyond the limited audiences who get to see ballet performed in some 100 key cities, most of the customers may not understand the artistry or the story, but, even so, they'll be entertained. The story concerns a rich Peruvian bumpkin who visits Paris for some fun. Efreem Kurtz conducted. A brief commentary at the beginning describes the story. Jean Negulesco directed. **EXCELLENT.**" (2001).

Drama

I FOUND A DOG. RKO—My Pal Re-releases. 21m. When first reviewed in *THE SERVIEWSECTION* of April, 1949, it was said: "Gary Gray is mourning his dog's loss when he rescues a dog from a rabbit trap after receiving heart warming advice from the minister. Gray attends other practice, and plans to entertain with the dog at a church social, but the dog's former owner, cruelly intending to sell him, claims him. Separation causes the dog to become ill, the former buyer changes his mind, and the minister buys the dog for Gray with money for a new organ, which is returned after collection by the vet as a fee. Songs heard are 'Down In The Valley' and 'Polly, Wolly, Doodle All Day.' This has dog-lover and child appeal. **FAIR.**" (53201).

PAL'S RETURN. RKO—My Pal Re-releases. 20m. When first reviewed in *THE SERVIEWSECTION* of January, 1949, it was said: "This is strictly for the juvenile trade. It's the usual story of the boy, Gary Gray, who loves the dog, Flame, but whose father is a meanie, who tries to break it up until the dog is instrumental in saving the boy's life. In addition to Gray, John Ridgely, Anne Nagel, Robert Bray, Dorothy Vaughn, and Erville Anderson appear. The subject was written by Stephen Moore, produced by George Bilson, and directed by Leslie Goodwins. **FAIR.**" (53202).

WELLS FARGO DAYS. Warners. Classics Of The Screen. 20m. When first reviewed in *THE SERVIEWSECTION* of May, 1944, it was said: "This western in Technicolor has Dennis Moore, Louise Stanley, and Karl Hackett in the cast. The slow moving plot has cowboy stranger Moore in the town of Sunrise, who parks his guns at the express office when he promises the gal, Stanley, not to get into any more shooting scrapes. The town gambler and his men shoot his friend, and it is then that Moore gets his guns back, goes into action, rounds up the bad 'uns and with the reward money plans to wed the gal. **FAIR.**" The subject is now in black and white. (2101).

Musical Western

REDSKINS AND REDHEADS. RKO—Ray Whitley Re-releases. 18m. When first reviewed in *THE SERVIEWSECTION* of April, 1941, it was said: "An entertaining subject, in which some sweater girls bored

with school life, are 'abducted' by cowboys dressed as Indians in a phoney raid. Several cowboy yodels and songs, and the presence of the girls make this an attractive subject. **GOOD.**" (53402).

SAGEBRUSH SERENADE. RKO—Ray Whitley Re-releases. 19m. When first reviewed in *THE SERVIEWSECTION* of December, 1945, it was said: "Ray Whitley and his boys are riding on the road when they meet a young girl, mother, and son. They are riding to the ranch where Whitley is owner, but the girl says that her father, Chester Conklin, writes he is the owner in his letters. Whitley rides ahead, and dresses up Conklin, only a ranch-hand, to look like an owner, so as not to disappoint his daughter. The son, who is the girl's fiance, and his mother are out for the girl's supposed money. When they find out about the hoax, they leave, but it all ends happily when Whitley and the girl find they like each other. Songs heard include 'El Capitan,' 'Chicken Reel,' 'Swing, Cowboy, Swing,' 'Welcome Tenderfoot,' 'There's A New Boss,' 'Chicken Stamp,' and 'If You Want The Rainbow.' **FAIR.**" (53401).

ONE REEL**Color Cartoons**

THE BORED CUCKOO. Paramount Cartoon Champions Reissues. 8m. When first reviewed in *THE SERVIEWSECTION* of April, 1948, it was said: "Cadmus Cuckoo, who has been living in a clock for years, is getting tired of his boring existence, and yearns to greet the outside world. Finally, he accumulates enough gumption to fly away, and see what the other birds have been doing. He falls into many adventures, including one with an attractive gal bird, who completely knocks him off his feet. Cadmus feels as though he lost her, but rejoins her at his old standby, the clock. **GOOD.**" (S14-5).

BUTTERSCOTCH AND SODA. Paramount Cartoon Champions Reissues. 7m. When first reviewed in *THE SERVIEWSECTION* of June, 1948, it was said: "Little Audrey eats too much candy, not enough spinach. She is locked in her room, and has a bad dream. She is surrounded by all the candy she can eat, and attacks it with vim and vigor. However, she acquires a stomach ache in the process, and, when awake, decides to lay off the candy, and eat the spinach. **GOOD.**" (S14-2).

CAT FISHIN'. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in *THE SERVIEWSECTION* of February 1947, it was said: "The big bulldog guard of a private fishing preserve is mighty sleepy, so Tom manages to sneak in for a bit of illegal fishing. He has Jerry for live bait, and Jerry has a tough time fighting off the hungry fish. The dog finally wakes up, and joins in the chase. Windup has Jerry catching Tom on a fishing line, reeling him up a tree out of reach of the dog. **FAIR.**" (W-661).

THE FLEA CIRCUS. MGM—Cartunes. 7m. Little Pete flea, an unsuccessful clown in a flea circus is secretly in love with the most beautiful flea in the troupe, Fifi. However, all he gets is rebuffs. When a dog enters the theatre during the act all the fleas rush for his back. The whole troupe drowns when the dog plunges into water, but Pete manages to save Fifi. Grateful, she marries him and with their many offspring form their own flea circus. **GOOD.** (W-638).

THE FRIENDLY GHOST. Paramount Cartoon Champions Reissues. 7½m. When first reviewed in *THE SERVIEWSECTION* of

February 6, 1946, it was said: "Casper, a friendly ghost, doesn't like to haunt people, and would rather make friends with them. His friendly overtures are resisted by the populace until a small boy and girl take him home with them. When he is the cause of the landlord refusing to foreclose the mortgage on the home of his new friends, he is allowed to stay. **GOOD.**" (S14-4).

GONE BATTY. Warners—Merrie Melodies. 7m. A baseball game between the Goons and Shnooks is pretty rough and tumble. However, the score is pretty one sided in favor of the Goons until the Shnooks put their mascot elephant in as pitcher. The little elephant strikes all the Goons out and when he goes to bat he rolls up a couple hundred runs, thereby winning the game for the Shnooks. **GOOD.** (2701).

HOW NOW BOING BOING. Columbia—UPA Assorted Cartoons. 7½m. Gerald McBoing Boing's parents are concerned about their son who can not speak words but goes Boing Boing instead. They decide to take him to a speech specialist who promises to help the child talk. The lessons are a failure until the teacher thinks of the international telephone scrambler, which turns words into unintelligible sounds and back into words again. In this he finds the cure. Gerald can converse with his parents via a long distance call to Paris. **EXCELLENT.** (7501).

IMAGINATION. Columbia Color Favorites Reissues. 8m. When first reviewed in *THE SERVIEWSECTION* of December, 1943, it was said: "A little girl's imagination conjures why her toys are in a tattered condition. In her dreams, she sees her two rag dolls, a boy and girl, in love when along comes a villain with evil intentions. He takes the girl away from the boy, but 'our hero' is persistent, and outwits the scoundrel. Seeing he has lost, the scoundrel causes the two to have an accident, and the heroine ends up in a serious condition. When the doctors call for a transfusion, 'the hero' volunteers, and that is the reason for his lack of sawdust when the girl finds him. **EXCELLENT.**" (7601).

INKI AT THE CIRCUS. Warners—Blue Ribbon Hit Parade Reissues. 7m. When first reviewed in *THE SERVIEWSECTION* of June, 1947, it was said: "Inki, the dog, visits a circus, spots an African specimen sporting a luscious-looking bone on his head, and proceeds to give chase. He receives competition from another canine, and is joined by a bird, who joins very disinterestedly. After lots of swinging from the trapeze, etc., the bird winds up with the bone. **FAIR.**" (2302).

RHAPSODY IN RIVETS. Warners—Blue Ribbon Hit Parade Reissues. 7m. When first reviewed in *THE SERVIEWSECTION* of December, 1941, it was said: "The lion, foreman of a gang constructing a huge skyscraper, directs operations to the tune of Franz Liszt's Second Hungarian Rhapsody. This is a highlight Technicolor cartoon all the way through. It's packed with funny, cleverly-executed situations, and lots of broad comedy. **EXCELLENT.**" (2301).

SANTA'S SURPRISE. Paramount Cartoon Champions Reissues. 9m. When first reviewed in *THE SERVIEWSECTION* of December, 1947, it was said: "Santa Claus completes his annual tour of the country, spreading good cheer and returns to his modest house in the North Pole. He is unsuspectingly joined by a group of children who plan a big surprise for St. Nick. They leave a present for him when they go. **GOOD.**" (S14-6).

SATAN'S WAITIN'. Warners—Merrie Melodies Cartoons. 7m. Sylvester, the cat, is giving Tweety, the bird, the usual chase. When killed, he learns from Satan that although he has been a very naughty "putty tat" he still has eight lives left before he becomes a permanent resident. Then, egged on by one of Satan's demons, Sylvester continues with the chase, until he uses up all of his lives. GOOD. (1721).

STOP, LOOK AND HASTEN! Warners—Merry Melodies. 7m. A hungry coyote tries to make a meal of his fast paced adversary, the desert roadrunner. Chuck full of new ideas for catching the elusive bird, the coyote ends up the butt of his own tricks. The speedster bird makes it to safety leaving the coyote with his empty stomach. FAIR. (1722).

SUDDEN FRIED CHICKEN. Paramount Cartoon Champions Reissues. 7m. When first reviewed in *THE SERVICESECTION* of October, 1946, it was said: "Herman, the mouse, looking for someone to fight One Round Hogan, discovers Hector, a rooster, being beaten by his wife. Thinking he could take anything, Herman talks Hector into fighting Hogan. When Herman sees the beating Hector is taking, he hits Hogan over the head with a mallet, and Hector is declared the champion. At a celebration, Hector meets his wife, and she sends him to the hospital with one punch. They find Hogan also at the hospital and things wind up with Herman hitting Hogan again with the mallet. FAIR." (S14-3).

WE'RE IN THE HONEY. Paramount Cartoon Champions Reissues. 8m. When first reviewed in *THE SERVICESECTION* of March, 1948, it was said: "In a honey factory, the Queen Bee has just received a communique that some of her countrymen are in trouble. The factory encounters trouble, however, when it is invaded by a huge bear, hungry for honey. The bear is defeated, and the day is saved by a daredevil bee, rewarded with a kiss from the Queen Bee. GOOD." (S14-1).

YANKEE DOODLE BUGS. Warners—Bugs Bunny Specials. 7m. When Bugs Bunny's nephew is involved with studying for a history exam, Bugs volunteers some help. Bugs version of history is slightly distorted with Bugs involved in many of the important events. When the fellow returns from school he is wearing a dunce cap thereby indicating that Bugs' information on history was not completely helpful. GOOD. (1730).

Musical

AUTUMN IN ROME. Columbia Musical Special. 8m. When first reviewed in *THE SERVICESECTION* of May, 1954, it was said: "Patti Page sings 'Autumn In Rome' and 'Indiscretion' in her own fashion. This subject is being used with 'Indiscretion Of An American Wife' and as a musical interlude should carry interest. GOOD." (7999).

MELODY OF YOUTH. Warners—Melody Master Bands. 10m. When first reviewed in *THE SERVICESECTION* of December, 1946, it was said: "This features Peter Meremblum's California Junior Symphony Orchestra, youngest in the world, playing brief versions of 'Rienzi Overture,' 'Blue Danube,' with teen-age ballet trio; 'Dark Eyes,' with accordion soloist; 'Beautiful Dreamer,' with mixed vocal trio; 'Concerto For Three Violins,' played by two girls and a boy, and 'Washington Post March.' Sound and photography are high rating, and the reel falls into the class group. GOOD." (2801).

SKINNAY ENNIS AND HIS ORCHESTRA. Warners—Melody Master Bands. 10m. When first reviewed in *THE SERVICESECTION* of January, 1941, it was said of this reissue: "A pleasant 10 minutes with Skinnay Ennis and his Orchestra, this will definitely keep any audience in a happy mood. It's saleable on the strength of the Ennis name. Well-rounded program consists of 'Lamplight,' 'Three Little Words,' 'Let's Do It,' and 'Birth Of The Blues.' EXCELLENT." (2802).

TED WEEMS AND HIS ORCHESTRA. Columbia—Thrills of Music Reissues. 10m. When first reviewed in *THE SERVICESECTION* of March, 1948, it was said: "With disc jockey Fred Robbins introducing the numbers, Ted Weems and his orchestra play three songs. Heard are 'Heartaches,' 'When You're Singing With A Band,' and 'Too Fat Polka.' Also joining in the presentation is songstress Shirley Richards. GOOD." (7951).

Novelty

CALLING ALL ANIMALS. Paramount Headliner Champion Reissues. 10m. One of the former "Speaking Of Animals" series, it was said of this reissue when first reviewed in *THE SERVICESECTION* of January, 1949, "Various animals are seen, and they emit wis cracks. Eventually, they all join in singing 'Old MacDonald Had A Farm.' On view are the usual assortment, including a tiger, wolf, crane, giraffe, peccary, bugle bird, goose, moose, etc. FAIR." (A14-5).

THE CAMERA CAUGHT IT. MGM—Pete Smith Specialty. 9m. This specialty short goes through the film library showing footage on sundry topics. There is a scene of the city in the big snow storm, racing jalopies in an all out free for all, and other scenes of interest. FAIR.

CANDID MICROPHONE. Columbia. Series 1 No. 1 Reissue. 10m. When first reviewed in *THE SERVICESECTION* of October, 1948, it was said: "Modeled from the popular radio show of the same name, this offers plenty of selling angles, and lives up to its expectations in laughs and entertainment. Allen Funt, producer of the show, is seen as a barber and ticket clerk in an airplane office, with a hidden microphone at hand, withdrawing spontaneous conversation from his harassed victims. Most of the footage is hilarious, leaving the audience with a desire for more. EXCELLENT." (7551).

HOLLYWOOD GROWS UP. Columbia—Screen Snapshots. 10½m. Larry Sims is guest here with Ralph Staub. Sims, one time Baby Dumpling in the "Blondie" films, is now a navy man. With his new bride, Sims looks at some old film shots of himself as a youngster entertaining army and navy men. Other camp entertainers seen are Burns and Allen, Abbott and Costello with their famous baseball routine, and Rita Hayworth, who is on hand with a very expressive conga. GOOD. (6860).

HOLLYWOOD'S INVISIBLE MAN. Columbia—Screen Snapshots. 9m. Ralph Staub with his guest William Lundigan look at films of a party at the Pirate's Den. Bob Hope is on hand with some jokes, aided by Jerry Colonna, Burgess Meredith, Harry Ritz, Roy Rogers, and other of filmdom's headliners. FAIR. (6859).

HOLLYWOOD MARCHES ON. Columbia—Screen Snapshots. 10m. Judy Holliday makes an especially ingratiating guest for Ralph Staub in this snapshots album. Staub shows Judy some clips of

old-time movics from the kinescope of Edison to the age of film titans like Mable Norman, Gloria Swanson, Lionel Barrymore, Mary Pickford, and Wallace Beery. This snapshots short is funny at times, nostalgic, and always fascinating. GOOD. (7851).

THE LONESOME STRANGER. Paramount Headliner Champion Reissues. 10m. One of the former "Speaking Of Animals" series, it was said of this reissue when first reviewed in *THE SERVICESECTION* of July, 1946, "Monkeys take the place of humans in a monkey version of the helpless orphan and the foreclosing mortgage. The Lonesome Stranger succeeds in foiling Dirty Dawson's plot to evict Little Orphan Fannie by singing a heart-rending song to the inhabitants of the local saloon. EXCELLENT." (A14-4).

SPEAKING OF ANIMALS AND THEIR FAMILIES. Paramount Headliner Champions. 9m. One of the former "Speaking Of Animals" series, it was said of this reissue when first reviewed in *THE SERVICESECTION* of December, 1942, "This is top in this series principally because a group of dancing bears have been used as minstrels in one sequence. Covered are the antics of animals and their offspring, with the process providing them with wis cracks. Noted are a St. Bernard dog and her brood; a mother rhinoceros and her daughter; alligators, giraffes, pigeons, hippos, skunks, owls, etc. The bear sequence will bring forth roars. EXCELLENT." (A14-1).

SPEAKING OF ANIMALS IN A MUSICAL WAY. Paramount Headliner Champions. 9m. One of the former "Speaking Of Animals" series, it was said of this reissue when first reviewed in *THE SERVICESECTION* of August, 1945: "Narrated humorously by Ken Carpenter, this subject used as its basis the song "Swing On A Star." Would you like to be a pig, cow, lion, sheep, monkey, etc? Besides the interesting peek into the animals' personal lives there is an excellent climax when cute monkeys, swinging on stars, give forth with the song, acted out hilariously by the before-mentioned animals. A crooner, reminiscent of a Paramount alumnus, does the vocals. EXCELLENT. (A14-2).

STORK CRAZY. Paramount Headline Champions. 10m. One of the former "Speaking Of Animals" series, it was said of this reissue when first reviewed in *THE SERVICESECTION* of December, 1946, "A group of animals, this time with the interest centered on the youngsters, have some startling comments to make, and the reel winds up with a galaxy of chickens singing 'Chickery Chick.' This ranks with the better numbers of the series, some of the dialogue being crude but funny. GOOD." (A14-3).

VIDEO HOUNDS. Paramount Headliner Champion Reissues. 10m. One of the former "Speaking Of Animals" series, it was said of this reissue when first reviewed in *THE SERVICESECTION* of August, 1949, "Television is going to the dogs these days, and as a group of hounds gather 'round their set they see others in the canine category as well as other members of the animal world perform to such tunes as 'I Love Mountain Music,' 'Three Little Sisters,' and 'Strolling Through The Park.' GOOD." (A14-6).

WILD BOAR HUNT. Warners Vitaphone Varieties. 9m. After demonstrating some trick shots, Howard Hill, world famed archer, goes to the aid of a farmer on a California island inhabited by wild boars, and kills one after his dogs track

(Continued on next page)

ALPHABETICAL GUIDE To 57 Features Reviewed Since The Sept. 8, Issue

(This Index covers features reviewed thus far during the 1954-55 season in addition to features of the 1953-54 season reviewed after the issue of Sept. 8, 1954.—Ed.)

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BLACK DAKOTAS, THE—65m.—Columbia	3837
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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

The Shorts Parade

(Continued from preceding page)

it down. Knox Manning is narrator. GOOD. (1607).

Color Sports

CIRCUS ON ICE. Warners—Sports Parades. 10m. The Toronto skating club's 40th annual carnival brings all its members together for a Technicolor circus on ice skates. Jacqueline DuBieff, a world famous figure skater, dances the story of a fawn's death, while an ice ballet brings together a host of beautiful skating dancers. Other skaters perform some acrobatic tumbles. FAIR. (2501).

Sports

ALASKAN TROUT. RKO—Sportscope.

8m. A group of sportsmen come to Lake Luck in the southern part of Alaska for some trout fishing in the frigid waters of the desolate lake. Coming by seaplane they set out in hip boots for some exciting battles with the tough trout in the neighborhood. Some hints on handling the rod and tactics with fish are given which might be of interest to fishing minded audiences. FAIR. (54301).

TARGET TRICKSTERS. Columbia—World of Sports. 9m. As attractions at mountain resorts, horseshoe pitcher Jimmy Risk and bow and arrow expert Jimmy Lynch gather sizeable audiences when they do their performing. Risk puts up a good many obstacles to keep him from getting a ringer but even blind he rings the pole. Lynch practices his archery from various positions calculated to make it more difficult but he, too, shows he's an expert. GOOD. (6810).

Color Travel

GRAND CANYON, PRIDE OF CREATION. MGM—FitzPatrick Traveltalk Reissues. 8½m. When first reviewed in THE SERVICESECTION of December, 1943, it was said: "In Technicolor, this camera visit to one of the wonders of the world is gorgeous. The photography is well nigh perfect, and interesting are the shots of sure-footed mules winding their way down the canyon trail, sheep, deer, etc. EXCELLENT." (T-612).

Topical

USSR TODAY No. 19. Artkino. 12m. Shown in this Soviet newsreel is the opening of a hydro electric plant on the Volga, ceremonies opening a Russian conservatory, Soviet scientists recording a recent eclipse of the sun, an annual bicycle race, and the ballet theatre in operation. FAIR.

Pictures in order of release, with principal players, are placed in the month in the margin at release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible an information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUGUST Security Risk J. Ireland, D. Malone Killer Leopard J. Sheffield, B. Garland	AUGUST Coroner Creek Gunfighters (Reissues) Pushover F. MacMurray, P. Carey, K. Novak The Law vs. Billy the Kid S. Brady B. St. John (Technicolor)	AUGUST Thunder Pass D. Clark, D. Patrick, A. Devine	AUGUST Her Twelve Men G. Garson, R. Ryan, (AnascoColor) (Print by Technicolor) Seven Brides For Seven Brothers H. Keel, J. Powell (CinemaScope) (AnascoColor)	AUGUST About Mrs. Leslie S. Booth, R. Ryan, M. Millar Living It Up D. Martin, J. Lewis, J. Leigh (Technicolor) Rear Window J. Stewart, G. Kelly, W. Corey (Technicolor)	AUGUST Every Girl Should Be Married The Window (Reissues) Africa Adventure R. C. Rurak Documentary (Color)	AUGUST Make haste To Live D. McGuire, S. McNally, M. Murphy	AUGUST Broken Lance S. Tracy, R. Widmark, K. Jurado, R. Wagner, J. Peters (CinemaScope) (Color by DeLuxe) The Raid V. Heflin, A. Bancroft (Technicolor)	AUGUST Crossed Swords E. Flynn, G. Lollobrigida (Pathecolor) (Mahon-Vassarotti) Down Three Dark Streets B. Crawford, R. Roman (Gardner-Levy) The Diamond D. O'Connor, J. Adams C. Willis Wizard D. O'Keefe, M. Sheridan (Pallos) (English-made) Malta Story A. Guinness, J. Hawkins (De Sarigny) (English-made) Victory at Sea (NBC Film Division) (Documentary)	AUGUST Magnificent Obsession J. Wyman, R. Hudson, B. Rush (Technicolor) Francis Joins The WACS D. O'Connor, J. Adams C. Willis King Richard And The Crusaders R. Harrison, V. Mayo, L. Harvey, G. Sanders (WarnerColor) (CinemaScope)	AUGUST Duel In The Jungle D. Andrews, J. Crain, D. Farrar (Technicolor) (Made in South Africa and England)
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland The Human Jungle G. Merrill, J. Sterling	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technicolor) The Black Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technicolor) Human Desire G. Ford, G. Grahame, B. Crawford	SEPTEMBER The Unholy Four P. Goddard Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe)	SEPTEMBER Sabrina A. Hepburn, H. Bogart, W. Holden	SEPTEMBER The Egyptian E. Purdam, V. Mature, J. Simmons, G. Tierney (Color by DeLuxe) (CinemaScope)	SEPTEMBER Tobor, The Great C. Drake, K. Booth	SEPTEMBER The Egyptian E. Purdam, V. Mature, J. Simmons, G. Tierney (Color by DeLuxe) (CinemaScope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Bassler) Khyber Patrol R. Egan, D. Addams, (Color) (World) The Golden Mistress J. Agar, R. Bowe (Technicolor) (Kay-Rytick) Jesse James' Women P. Castle, J. Beutel, D. Barry (Technicolor) (Panorama)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technicolor) The Black Shield Of Falwarth T. Curtis, J. Leigh (Technicolor) (CinemaScope) High And Dry P. Douglas, A. Mackenzie (English-made) (Rank)	SEPTEMBER Dagnet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Darr, M. Windsor (WarnerColor)
OCTOBER Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (Made in England) Danger Point M. Stevens, J. Vohs, M. Hyer Target Earth R. Denning, V. Grey, K. Crowley	OCTOBER On The Waterfront M. Brando, K. Malden, E. M. Saint Three Hours To Kill D. Andrews, D. Reed (Technicolor) Miss Grant Takes Richmond (Reissue)	OCTOBER Deadly Game L. Bridges, F. Currie, S. Silva (English-made)	OCTOBER Rogue Cop R. Taylor, J. Leigh, G. Raft Beau Brummel S. Granger, E. Taylor (Technicolor) (Made in England) A Woman's Face Dr. Jekyll and Mr. Hyde (Reissues)	OCTOBER She Wore A Yellow Ribbon (Reissue) Passion C. Wilde, Y. DeCarlo (Technicolor) This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color)	OCTOBER Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (CinemaScope) Adventures Of Haji Baba J. Derek, E. Steward, A. Blake (Color) (CinemaScope) A Woman's World C. Webb, F. MacMurray, J. Allyson (Color by DeLuxe) (CinemaScope)	OCTOBER The Outcast J. Derek, J. Evans, J. Davis (Trucolor) Roogie's Bump R. Marriot, Brooklyn Dodgers	OCTOBER The Barefoot Contessa H. Bogart, A. Gardner, (Technicolor) Sitting Bull D. Robertson, M. Murphy, J. C. Naish (CinemaScope) (Color) (Frank) The Little Kidnappers D. Macrae, J. Anderson (English-made) (Rank) Operation Manhunt H. Townes, J. Aubuchon (Made in Canada) (Feldkamp)	OCTOBER Naked Alibi G. Grahame, S. Hayden, G. Barry West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	OCTOBER A Star Is Born J. Garland, J. Mason, J. Carson (Technicolor) (CinemaScope)	

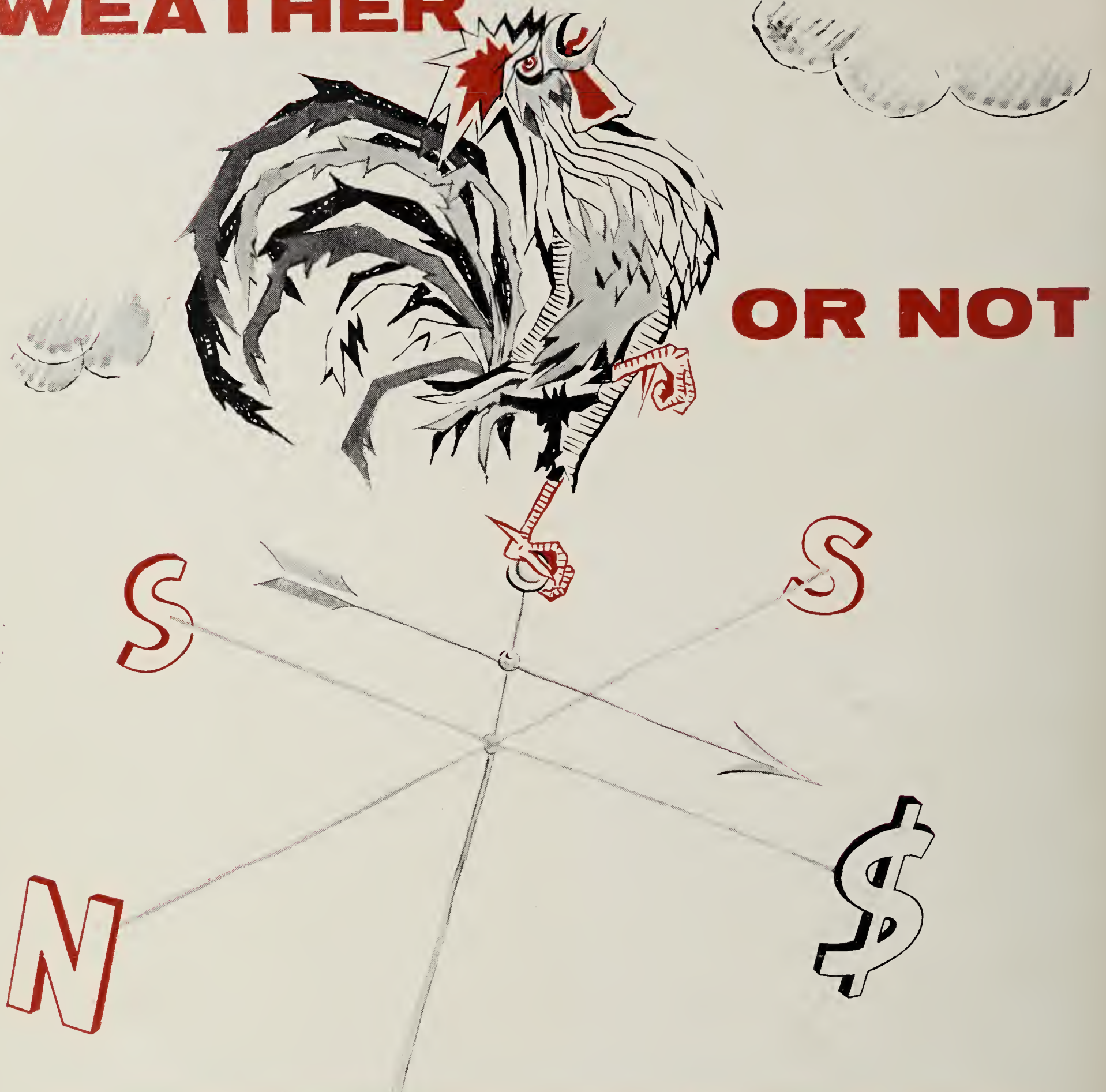
At the request of a midwestern drive-in owner, MOTION PICTURE EXHIBITOR is adding information concerning phases of the moon to its list of services. Drive-in operators should find it advantageous to book color films during a full moon. The accompanying chart applies to the central time zone, with slight adjustments necessary for east and west.

MOON PHASES	1 Quarter	2 Full	3 Last	4 New
SEPTEMBER	5	12	19	26
OCTOBER	5	12	18	26
NOVEMBER	3	10	17	24

OBSERVATIONS
Sept. 28-29—Rosh Hashanah
Oct. 7—Yom Kippur
Oct. 12—Calumbus Day
Oct. 31—Hallowe'en

WEATHER

OR NOT



all season showmanship points the way to profits!

You can't let summer's heat wilt your enthusiasm ... or winter's cold cool your ardor for selling your shows. You've got to keep crowing if you want to keep the crowds coming ... You've got to keep showing 'em what you've got ... showing 'em with trailers on your screen ... displays in your lobby, out front and away from theatre ... and posting all over town ... 'cause the Showmanship that builds profits is an all-year-round business!

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MOTION PICTURE

EXHIBITOR

SEPTEMBER 29, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



Penna. Censorship Declared Void

(page 8)

"Evidence Of Sanity's Return"

(editorial)

AND FEATURING: STUDIO SURVEY

← George Kerasotes, TOA officer, addressing the organization's Illinois unit last week, called on distribution to aid the exhibitor in matters of showmanship, and MGM announced plans for a workshop program.

"BRIGADOON" BIG!

FIRST 4 DAYS AT MUSIC HALL
ALMOST EQUAL TO THE 21½-YEAR
RECORD-HOLDER "SEVEN BRIDES"!

CHICAGO'S BIGGEST IN 17-YEAR HISTORY
OF McVICKERS! (*Previous record-holder "Seven Brides"!*)

IN LOS ANGELES IT'S TERRIFIC!

**M-G-M, PRODUCER OF THE SCREEN'S
GREATEST MUSICALS DOES IT AGAIN!**

(And will do it again with "Deep In My Heart"!)

*M-G-M presents "BRIGADOON" in CinemaScope • Starring Gene Kelly • Van Johnson
Cyd Charisse • with Elaine Stewart • Barry Jones • Albert Sharpe • Screen Play,
Book and Lyrics by Alan Jay Lerner • Music by Frederick Loewe • Color by Ansco
Directed by Vincente Minnelli • Produced by Arthur Freed*



“Hoot!
Show-mon!
It’s
Sensational!”

THE BIGGEST CAST OF THE YEAR!

directed by JEAN NEGULESCO,
who gave you "THREE COINS
IN THE FOUNTAIN"
and "HOW TO MARRY
A MILLIONAIRE"!

Clifton WEBB

June ALLYSON

Van HEFLIN

Lauren BACALL

Fred MacMURRAY

Arlene DAHL

Cornel WILDE

Produced by

CHARLES
BRACKETT

who gave you "Titanic"!



Another great big wonderful
motion picture

"Woman's World"

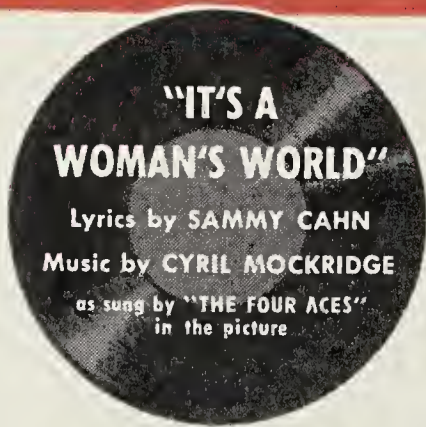
from 20th... in October!

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now!
With these
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aids!



"FOUR ACES" RECORD!
The group that did it for you with their "Three Coins in the Fountain" platter! Start playing it now! As soon as your date is confirmed, contact Radio-TV Dep't, 20th Century-Fox, 444 W. 56 St., N. Y. 19, N. Y.



Special novel Cinema-Scope teaser trailer sells the great cast...pre-sells the picture's wonderful new hit song! Put it on your screen immediately! Get it from your 20th exchange!



60-second and 20-second open-end TV trailers with actual scenes from the picture! Start planning your TV campaign now! TV trailers available at your 20th exchange.



EVIDENCES OF SANITY'S RETURN

TO THE CREDIT of this industry of ours, and of the substantial men who direct it, the verbal and written reaction to our editorial, "An Appeal For Sanity" (Sept. 15), was a warm and heartening experience. Reprints and quotes in this and subsequent issues will bear testimony to both their number and to the originality of the thinking they contributed.

But action speaks louder than words, and certainly with unquestionable sincerity.

Under the same dateline (Sept. 20) and arriving on our desk on the same day, came two current evidences of constructive thinking and "sanity" that we feel are worthy of note. We make no claim that any words of ours encouraged them in any way. We are reasonably certain that they didn't. But we are so impressed by their cool, dispassionate analysis of current industry turmoil, and by their obvious effort to think and act constructively, that we are breaking policy to the extent of taking extra editorial space to jointly present them.

To George Kerasotes, theatre circuit executive of Illinois, and to the executive team of MGM go our bow of approval.

First to Mr. Kerasotes.

George Kerasotes, vice-president, United Theatres of Illinois, speaking before a regional meeting of the TOA at the Leland Hotel, Springfield, stated as follows: "The distributors should exert all their efforts to assist exhibitors in selling their product in a showmanship manner to the theatre-going public, rather than exercising all their efforts to secure unreasonable and unequitable film rentals.

"Higher rentals result from higher grosses. However, securing high percentage terms does not necessarily or ultimately result in high film rentals. The distributor has erroneously reasoned that he has completed his performance of contract by selling the exhibitors a valuable motion picture at high terms. Paradoxical as it may seem, the distributor has another important function to perform. He must cooperate with the exhibitor in selling his pictures to the public, not only on the national level, but also on the local level.

"No exhibitor spending 40 to 50 per cent of his gross for film rental should be expected to spend 100 per cent of the cost of advertising. The exhibitor's margin of profit is too small to risk a large advertising expenditure.

We have all played motion pictures that our patrons enjoyed, but only a few attended. Possibly this could be averted by carefully planned showmanship.

"Many exhibitors, disappointed in the terms they have paid for product, are reluctant to exert any effort to exploit properly a high percentage picture. No exhibitor will complain about high rentals if his gross is high enough to cover his expenses and return him an equitable profit. The only fair method of selling motion pictures on percentage is the sliding scale, equitable to distributor and exhibitor, and the scale should apply to all percentage features and not just the mediocre ones. Most distributors are deviating from sliding scale deals in the present market. Distributors are announcing changes in scales with 35 per cent to 40 per cent minimum, and new split figures so they can earn 50 per cent on their features, notwithstanding that the unfair rental will eventually destroy their source of revenue—the theatres.

"A successful motion picture theatre is a combination of three important elements. These are elementary but must be restated as they are too easily overlooked or forgotten by some of our over-zealous sales executives. A successful motion picture industry must first have good product in sufficient quantity. We are grateful for the better product that our producers are supplying us. However, production has miscalculated the market by reducing the supply of features. Today, there is only sufficient product to supply their needs. One hundred more pictures of good quality could easily be absorbed by the theatres. The second important factor necessary for a successful industry is showmanship. This has been sadly neglected by both exhibitors and distributors. They have not understood or used to its fullest extent the new medium of TV. Notwithstanding, "Long Long Trailer" and "Dragnet" have to our surprise and bewilderment performed outstandingly. "Roman Holiday" and "Stalag 17" did more business after the telecast of the Academy Awards, which had to be sponsored by General Motors, an outsider as far as our industry is concerned. The third factor is an inviting and comfortable theatre with the latest innovations in equipment and appointments.

"Theatre-going must be an event. Good courteous service, comfortable seats, and good projection and sound are essential to a successful theatre. We are desirous of

(Continued on next page)

Editorials

(Continued from preceding page)

more realism and welcome any new innovation that will stimulate our business. However, the theatre must be able to earn sufficient income to afford these innovations. Many are deterred from purchasing new equipment because of the high film rentals asked.

"This September, television is engaged in an all-out struggle between NBC and CBS for supremacy. NBC has introduced spectaculars 90 minutes in length and costing \$300,000 per program, with boxoffice performers . . . RCA has just announced a lower-cost 21-inch color tube, and millions will be spent on color programs.

"One hundred of the leading industrial corporations have spent a total of \$123,398,998 on just network television in the first six months of this year, according to a release in Advertising Age, with larger budgets planned for the next six months. Not one motion picture company is listed among the first 100. We have the stars, the directors, and the writers to use the facilities of this new advertising medium, yet we have failed to do so. The TV era competition is a challenge to our existence. We can only survive by unity and co-operation between the three segments of producer, distributor, and exhibitor. Let the distributors stop bickering over rentals and join us in the showmanship of selling the products of our industry."

And now to MGM.

In a joint statement from vice-presidents Charles M. Reagan, general sales manager, and Howard Dietz, director of advertising, publicity, and exploitation, MGM announced plans to conduct a series of "Ticket-Selling Workshop" meetings at the grass roots level. For these workshops MGM will set the date, provide the place, and supply expert showmen who have the know-how to advise theatremen on the most effective modern ways to sell theatre tickets. These one-day, round-table sessions will be held in each of the 31 exchange cities with every theatre owner and theatre manager invited. The panels of experts will be composed of successful theatre personnel, newspaper, radio, and television advertising experts, and others, and the ticket-selling ideas to be swapped and discussed will not be limited to MGM productions alone.

Part of the announcement reads, "We believe a lot of good will be accomplished for exhibitors at all levels, with the small-town operator standing the best chance to benefit if he will participate. We will have our panel leaders, men whose advice and help can be of incalculable value to any exhibitor. We will have nothing to sell; our guest experts will give away, free, ideas that will sell tickets to the public regardless of what pictures the exhibitor plays.

"We know that a whole generation of young exhibitors in both the large important situations as well as the smaller towns will welcome the opportunity to benefit from the knowledge and experience of some of the able showmen of America who will attend these meetings."

There is a kinship between these two offerings that rings a bell in the constructive mind. Neither is threatening or impassioned. Neither is looking for an edge. Both are fair, positive efforts to build a better and stronger industry at all admission scale and profit levels.

Maybe we are getting somewhere!

We certainly invite more contributions of the Kerasotes and MGM kind.

AS ONE DISTRIBUTOR SEES IT

WHILE IT IS NOT THE POLICY of MOTION PICTURE EXHIBITOR to publish unsigned or otherwise unidentified letters, the latter communication from the head of one of the major film distributors resulted from a reading of our editorial, "An Appeal For Sanity" (Sept. 15), and is considered to be too important an addition to industry thinking to be lightly discarded. The reader will recognize the writer's need for anonymity, just as this publication recognizes that no useful stride toward intra-industry understanding could be made by disclosing his identity.

Said the executive head of this distributing company:

"The appeal of certain groups of motion picture theatre owners to the government to fix film rentals is something that every American businessman will look at in wonderment.

"I do not believe that any American businessman believes that the time has come, or is coming, where the government can dictate the price of any commodity which an individual produces with his own money. To attempt to fix prices on any product, whether it be motion pictures or any other kind of merchandise, would be a direct approach to Socialism. No politician is going to stick his neck out to agree to any such request.

"The entire agitation in exhibitor ranks is caused by a few individuals who have for years been seeking publicity, most of them having very little money invested in theatres. These men have a desire to 'rule or ruin' and have contributed practically nothing to the motion picture business except turmoil. The most successful motion picture theatre operators today are running their businesses generally with profit and without attempting to inject themselves into the political maneuvering of motion picture theatre owner organizations, whether it be Allied or TOA.

"No company, to the best of my knowledge, has ever refused to discuss a legitimate claim by one of its customers. Certainly, no motion picture producer, or distributor, wishes to destroy his customer, any more than does the motion picture exhibitor wish to destroy his.

"All these complaints do not rest well with the public at large, as motion picture business is generally considered a lucrative business and all those in it have generally done well.

"The constant cry set up by many of those who have become wealthy after starting from nothing does not ring true; and I believe that when theatre owners recognize that these constant complaints are not doing any good for our business, they may eliminate this practice. The complaints being made all emanate from a few sources and have not the support of exhibitors nationally, but only of those who have selfish motives, care nothing about the business as a whole, and are concerned only with increasing their own individual assets.

"The exhibitor organizations hollered 'copper' for years and demanded the elimination of many practices which had been in effect for years and under which the industry as a whole progressed.

"In the business of barter and trade, there is always a difference of opinion; but if the government can dictate the price which motion pictures can be sold at, they can also dictate the price at which food, clothing, and other essentials of life can be sold."

Editor's note: And theatre admissions!

Jay Emanuel

September 29, 1954

Latest Bulletins

(Developments At Press Time)

Allied N. J. Unit Raps High Prices, Product Lack

KIAMESHA LAKE, N. Y.—At the annual convention of Allied Theatre Owners of New Jersey at the Concord Hotel last week, Wilbur Snaper, president of the group, who attended a recent exhibitor meeting in Chicago on toll television, made a report. In addition to subscription TV, the product outlook was discussed, and verbal encouragement given to new companies such as Distributors Corporation of America, Makelim Productions, and Filmmakers.

The suggestion that a Congressional investigation be made into charges that the distributors have defeated the intent of Congress in reducing the admission tax was made; and it was proposed that the idea be placed before the National Allied board.

The report of Allied's Film Committee and the resolution of Allied's board of directors calling for governmental regulation of sales policies were discussed.

A resolution was passed condemning "all 50 per cent pictures and any distributor who asks 50 per cent."

Another resolution expressed appreciation of statements of Al Lichtman and Charles M. Reagan, sales heads of 20th-Fox and MGM, that the exhibitor is entitled to "an equitable profit."

At the same time, another resolution termed Columbia's sales policy as "insufferable and unconscionable."

The proposal that contract terms be changed in cases where exhibitors have to play product later than specified because of print shortages was put forward.

Snaper was reelected president for the fifth consecutive term. Also reelected were Louis Gold, first vice-president for northern New Jersey; John Harwan, vice-president for southern New Jersey; A. Louis Martin, treasurer; William Basil, secretary; Harry Sherr, sergeant-at-arms. Sid Sten was named second vice-president for northern New Jersey.

MMPTA Elects Officers

NEW YORK—The Metropolitan Motion Picture Theatres Association last week reelected Emanuel Frisch, treasurer, Randforce Amusement Corporation, for another two-year term as president.

Named chairman of the board was Leo Brecher, succeeding Samuel Rosen. Others elected were Solomon M. Strausberg, first vice-president; Robert K. Shapiro, second vice-president; Russell V. Downing, treasurer; and Philip Harling, assistant treasurer.

Serving on the board besides Brecher will be Downing, Rosen, Shapiro, Strausberg, Herman Becker, Harry Goldberg, William J. Moclair, Eugene Picker, Samuel Rinzler, Leslie Schwartz, and Sol A. Schwartz.

Picker was elected chairman of the executive committee. Others named to the committee were Becker, Rinzler, Rosen, Leslie Schwartz, and Sol A. Schwartz.



Mel Konecoff, associate editor, MOTION PICTURE EXHIBITOR, is seen interviewing Italian film star Gina Lollobrigida during her visit to New York.

NEW YORK By Mel Konecoff

CHARLES P. SKOURAS, president, National Theatres, was host at a luncheon and question and answer period attended by financial editors of various newspapers and the trade press, this being held prior to his addressing an invitational meeting of brokers and security analysts at the Waldorf-Astoria. He was aided, abetted, and surrounded by members of the board of directors and other executives.



KONECOFF

Skouras, in fine form and with a sense of humor that was fast and on the ball, reported that business was "very, very good" and that 250 of the 356 operating houses in the circuit were equipped with CinemaScope and stereophonic sound.

Attendance, said he, was off 12 millions this year as compared to last year but grosses were \$1,200,000 higher even though the circuit operated with 60 houses less. He attributed the higher figure to increased admissions plus a reduction in admission taxes, part of which was kept by the circuit while part was returned to the public.

Re the shortage of product, Skouras opined that he would like to have at his disposal 32 to 37 more good pictures per year to effectively run his theatres, but these must be extraordinary. He felt there was no sense in playing mediocre films since the public could view those on their TV sets any time. He felt that producers are realizing the need for bigger and better films and are curtailing their programs so that they can stress quality and not quantity.

Skouras reported that 54 per cent of the company's profits were going to the government while the remaining 46 per cent must account for dividends to stockholders, debt obligations, building and maintenance costs, etc. Company executives are delving into the possibility of investing in other profit-making companies as a potential source of revenue.

(Continued on page 18)

CAN NEWS

(Trade Headlines Of The Issue)

Corporate

RKO extends time limit for tendering of stock from Howard Hughes and others (page 16).

Distribution

Walt Disney Productions announces that Disney features will be distributed through subsidiary Buena Vista Company (page 12).

Exhibition

Exhibitors notify President through COMPO of plans for theatre collections for Korean relief (page 8).

Crescent Circuit amends charter to permit other business operations (page 20).

Financial

DuMont profits for 24-week period shows decline from last year (page 8).

U-I reports that earnings for 39-week period are up over last year (page 12).

International

Odeon Theatres, Canada, makes showmanship awards to managers; MGM renovates a London theatre; Technicolor begins construction of a Paris plant; and MGM announces overseas merchandising plans (page 9).

Legal

Philadelphia judge declares Pennsylvania's censorship statute unconstitutional and predicts end to all pre-censorship (page 8).

Mel Konecoff

Charles P. Skouras, National Theatres head, reports to the press on the state of the organization; a museum replica of Edison's "Black Maria" studio is dedicated in West Orange, N. J.; long, low whistles for Gina Lollobrigida, and a look at IFE's schedule; a party for Rock Hudson; a salute to Cinerama; and assorted metropolitan goings-on are lengthily reported (pages 7, 18, and 20).

Organizations

MMPTA reelects Emanuel Frisch, Randforce Circuit, as president, and Leo Brecher as board chairman (page 7).

New Jersey Allied raps high prices, lack of product, and reelects Wilbur Snaper as president (page 7).

MPAA extends Eric Johnston's pact to 1961 with a salary increase (page 8).

TOA counsel Herman Levy blasts violations of Paramount decree before Illinois unit (page 12).

Production

Edmund Grainger, top RKO producer, announces his entrance into independent production (page 8).

U-I ad executives meet on west coast to discuss new product (page 16).

MPAA Extends Johnston's Pact To 1961

Salary Also Increased; Action Spikes Rumors That Dewey Might Take MPAA Executive Post

NEW YORK—It was learned last week that Eric A. Johnston, whose contract as president, Motion Picture Association, does not expire until 1958, has had it extended for three additional years, with a salary increase.

The extended contract and salary increase is said to have come as a complete surprise to Johnston; and was made to him after spontaneous action by company presidents who attended the board meeting to hear his presidential report on his return from Europe. News of the action effectively spiked rumors that Johnston was considering an ambassadorship, with Thomas E. Dewey slated for the top spot in MPAA.

Nicholas M. Schenck, president, Loew's, Inc., on behalf of the board of the Motion Picture Association, made the following comment on Eric Johnston's new seven-year contract, now officially confirmed.

"We are pleased that Mr. Johnston has agreed to continue his present office until Oct. 15, 1961. His services have been exceptional and the board has voted unanimously for the new contract. His talent and leadership have guided the industry toward many important policies and decisions.

"Recent uptrends in motion picture attendance at home and abroad, due to the improvement in the quality of the attractions from all companies, should be noted. The renewal of Mr. Johnston's contract is an indication that the policies of the Motion Picture Association have been progressive in trade relations and in all matters which serve the public as far as motion pictures are concerned."

Grainger Joins Indie Ranks

HOLLYWOOD—Edmund Grainger, producer with his own unit at RKO for the past four years, announced last week that he will enter independent production on a major scale on Jan. 1.

Edmund Grainger Productions, Inc., will be the title of the new company, and Grainger's present plans call for ten pictures to be produced at a minimum of two top-budgeted films a year.

First of the new company's films will be a picturization of the James Street best-seller, "Oh, Promised Land," to be filmed in CinemaScope and Technicolor. Grainger is negotiating with J. R. Grainger, RKO president, and C. J. Tevlin, vice-president in charge of studio operations, for both production and distribution facilities for his forthcoming product.

Grainger disclosed that his reason for entering independent production at this time is that he believes the film market for the independent producer's product today is greater than it has ever been in the face of scarcity of top product.

The producer has been responsible for many top RKO films.

Phila. Judge Rules Penna. Censorship Void

PHILADELPHIA—Judge Edwin O. Lewis, Court of Common Pleas Number Two, last week overruled an edict by the Pennsylvania State Board of Motion Picture Censorship which banned from showing Hallmark's "She Shoulda Said No." The Judge stated that state censorship of motion pictures under the present statute was in violation of the Federal Constitution as construed by the Supreme Court in its latest decisions.

Judge Lewis pointed out that while the Supreme Court has virtually discarded the censorship statute in Pennsylvania, "we do not thereby deprive the community of all power to control motion picture exhibitions. The police power is broad in scope and we believe that it may be invoked to put an end to the exposure of films that upon exhibition are proved to be clearly indecent, obscene or such as tend to provoke rioting, etc."

The Judge added that "it is probable that at no distant date all censorship in advance of exhibition will be held invalid by the U.S. Supreme Court." He stated that he believed "nothing but harm" can result from the showing of the film in question.

Special Deputy Attorney General Abraham J. Levy who filed the appeal with the State Supreme Court, said that Judge Lewis agreed to delay enforcement of his ruling until the appellate court had acted on his appeal.

Allied Seeks TOA Support

CHICAGO—It was learned last week that at a meeting between representatives of both Allied and the Theatre Owners of America at the Blackstone Hotel TOA support was asked in Allied's proposed campaign for Government action to end alleged trade grievances. Alfred Starr and George Kerasotes are said to have represented TOA at the session; and Allied president Ben Marcus and general counsel Abram F. Myers headed the Allied delegation, which included Truman T. Rembusch and Rube Shor.

"Sabrina" Bow Sparks Slow B'way Week

NEW YORK—Although "The Caine Mutiny" was ending its long run at the Capitol; and "Sabrina" was opening strong at the Criterion, a slow pace was indicated last weekend by most of the Broadway first-run spots. Radio City Music Hall continued strong.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"ROGUE COP" (MGM). Paramount dropped to \$33,000 on the second week.

"THE EGYPTIAN" (20th-Fox). Roxy claimed \$31,000 for Wednesday through Sunday, with the fifth week expected to reach \$35,000.

"BRIGADOON" (MGM). Radio City Music Hall, with stage show, hit \$96,000 for Thursday through Sunday, with the second week expected to tally \$155,000.

"SABRINA" (Paramount). Criterion, with the only opening in town, was heading toward a very good \$60,000 first week.

"REAR WINDOW" (Paramount). Rivoli was down to \$25,000 on the eighth week.

"DUEL IN THE SUN" (SRO). Mayfair dropped to \$14,700 on the fourth week.

"KHYBER PATROL" (UA). Globe claimed \$4,500 on the last three days of the second week.

"ON THE WATERFRONT" (Columbia). Astor expected the ninth week to tally \$35,000.

"DRAGNET" (Warners). Victoria claimed \$17,000 for the sixth week.

"THE CAINE MUTINY" (Columbia). Capitol reported \$16,000 for the 14th, and last, week.

"BETRAYED" (MGM). Loew's State was heading toward a \$21,000 third week.

Korean Collection Readied

NEW YORK—President Eisenhower was officially notified last week by COMPO that theatres have been urged to conduct audience collections for South Korean relief during the week of Oct. 4. Al Lichtman, Wilbur Snaper, and Sam Pinanski, COMPO co-chairmen, sent the word to the President. General James A. Van Fleet urged support of the drive, also.

DuMont Profit Skids

NEW YORK—The net profit of Allen B. DuMont Laboratories in the 24 weeks ended June 29 was \$479,000, equal to 18 cents on the outstanding common shares, it was announced last week. This compares with \$913,000, or 36 cents per share in the same weeks of last year. Sales in the period were \$41,590,000, compared with \$41,395,000.

Canadians Honor Arthur

TORONTO, CANADA—Jack Arthur, former exhibition executive and now producer, Canadian National Exhibition Grandstand Show, and "Mr. Showbusiness" on CBC radio, was named "Pioneer of the Year" by the Canadian Picture Pioneers. He will be honored at a special dinner in November.

I N D E X

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The International Scene

Canada

Odeon Affair Hails Top Showmanship

TORONTO—Odeon's Showmanship Campaign reached its two main objectives, stimulation of enthusiasm and raising of showmanship, Ted Forsyth, assistant general manager, Odeon Theatres, told the award luncheon.

The luncheon held in conjunction with a two-day regional Odeon managers' meeting had the same theme as that of the contest, "The Big Show—The Circus." In the center of the hall of the meeting-room in the Royal York Hotel was a large big top, erected especially for the occasion.

Outside, circus posters decorated the entrance and two very attractive girls in very brief costumes ushered guests to the luncheon as Circus Boss Jim Hardiman barked out the features of the luncheon.

Inside, circus music played over the public address system and during luncheon guests were entertained by exciting circus acts. A fortune-teller, dressed in colorful costume, foretold successes of upcoming product, and a specially dressed gorilla did its best to frighten everyone.

Probably the most frightened person was the grand prize winner, Nicky Langston, manager, Capitol, Hamilton. His prizes included an extra week's vacation, \$300 cash, and the Odeon Championship Trophy.

During the presentation, a special feature of the contest, prizes for the "movie widows," was mentioned by Forsyth. These prizes went to wives of successful point-winning managers.

Special tribute was paid to the work of advertising director Wannie Tyers and his assistant, Jim Hardiman. Jim was contest director, working under the title of "Circus Boss."

After receiving his prizes, Langston said he was happy to have been able to do something in response to the terrific efforts put into the contest by Tyers and Hardiman. "It is my honest wish to be able to carry on in the same way as in the past," he said.

Congratulations to the winners were offered by Peter Meyers, president, Canadian Motion Picture Distributors' Association. He pointed out how delighted he was to see the efforts being put into showmanship, "for we are no longer selling 1933 models. We have unfair competition in TV and we have to meet it."

Missing from the luncheon was general manager David Griesdorf, who was ill. Ted Forsyth did the honors.

Canadian Comment

Manager of Theatre Confections Ltd.'s District A is now J. G. Flanagan, it was announced by J. J. Fitzgibbons, Jr., general manager of the nation-wide confectionery-supply company.

Flanagan replaced Arthur Fitzgibbons who left to become commercial manager



Among the interested spectators who attended a recent showing of Columbia's "The Caine Mutiny" in Paris were the American Ambassador to France, Douglas Dillon and Mrs. Dillon, shown with Columbia's Nick Perry. Huge crowds attend.

of CFCM-TV, Quebec City, causing a realignment of executives.

Supervisor of District A is H. G. Sullivan. Manager of District B is K. H. Wells.

Flanagan is also national supervisor of the drive-in concessions section, with L. A. Brown, eastern supervisor, and A. Pellegrini, western supervisor.

CINE CHATTER—After boosting its rate for amusement advertising from 43 cents to 50 cents over a year ago, The Toronto Star is adding another nickel at the beginning of 1955. The Star has a daily circulation of 393,255. This rate is the highest for regular advertisers. . . . Tent 28, Toronto's Variety Club, took an ad in the daily papers to wish one of their most prominent members, Jack Kent Cooke, best of success in his baseball team's endeavors in the Little World Series. . . . Ronnie Pape, formerly booker, Empire-Universal Films Ltd., Toronto, has joined J. Arthur Rank Organization as booker. Eddie Weisberg, formerly booker, is now a sales representative.

Past Chief Barker Morris Stein of the Variety Club of Toronto heads the nomination committee for the 1955 crew. Serving with Stein are Joe Bermac, Abe Cass, Jim Eastwood, Frank Goldhar, and Bill Redpath. . . . Marshall Perhinsky has replaced John Boyd as manager of New World Films Ltd., distributors of Soviet and other films. . . . Leon Asper has sold three of his five Manitoba situations to S. Richard Miles, Winnipeg, general manager and partner, Western Theatres Ltd. The theatres are the six-day 550-seat Lyric, Minnedosa; the six-day 585-seat Roxy, Neepawa; and the 520-car Airline Drive-In, several miles to the west. Asper continues with the operation of the Boyne, Carman, and the Deluxe, Winnipeg. . . . Lou Fox, at one time associated with the Columbia head office, Toronto, has taken over Trans World Customs Brokers. He purchased the interest of Rose and Charles Rotenberg, who have taken up residence in California. . . . Max Sheine, well-known in the industry, has been appointed special sales representative for Peerless Films, it was announced in Toronto by Joe Bermac, sales manager.

—HARRY ALLEN, JR.

England

In London a major renovating and re-furnishing job of the MGM Empire, premiere showcase in Great Britain for MGM pictures, has just been completed for the recent opening of "Rose Marie," in CinemaScope with Perspecta stereophonic sound. The theatre's balcony was completely rebuilt to give perfect sight lines to the CinemaScope screen. New seats were installed for extra audience comfort, giving 50 per cent additional leg room. All work was completed in four weeks without interrupting the performances.

France

Construction of the first buildings for the French Technicolor plant has commenced on ground broken at Joinville, France, just outside of Paris.

Dr. Herbert T. Kalmus, president and general manager, Technicolor Motion Picture Corporation, reported last week that several Technicolor Hollywood engineers are at Joinville.

Dr. Kalmus stated, "This engineering supervision will insure that the French Technicolor plant will be patterned after the Hollywood Technicolor plant and that its products and services will be of the same top quality."

MGM Sets Promotion Fund

NEW YORK—In a merchandising move of world-wide proportions, MGM has set up a special fund of more than \$2,500,000 in addition to its regular advertising budget, to promote its new season's product and Perspecta stereophonic sound. This announcement was made last week by Arthur M. Loew, president, Loew's international Corporation, who said that the money will be spent overseas for the benefit of MGM exhibitors, from first run on down, in small cities as well as large. The project will be known under the name "Perspecta Exhibitor Plan."

"There is no doubt that MGM's forthcoming lineup is the most exciting in our history," Loew stated. "The money we will spend promoting them only reflects our confidence that these big pictures are made bigger by full stereophonic sound."

Loew said that multiplicity of selling approaches in the different countries necessitates leaving details of operation in the hands of the individual MGM managers who together with their staffs are in the best position.



Ava Gardner, who co-stars with Humphrey Bogart in UA's "The Barefoot Contessa," was recently greeted by a group of Cuban magazine and news representatives during a Havana reception that kicked off her two-week personal appearance swing all through Latin America.

A year ago only one CinemaScope motion picture had been produced, and today 97 CinemaScope pictures are in release, in production or preparation in the United States and in foreign countries.

After one year, the total number of theatres equipped for CinemaScope in the United States and Canada is 8,100 and the world-wide total is 11,100 which represents 75% of our income possibilities, this being an achievement far beyond our fondest expectations.

After one year the estimated domestic theatre investment in CinemaScope equipment is \$66,875,000; and that in foreign countries, \$16,500,000.

This is why we extend our gratitude to the thousands of exhibitors who backed the judgment of Twentieth Century-Fox with their own foresight, matching their courage with their diminishing dollars. They re-equipped their theatres to fit our dreams and the public's desires, making CinemaScope a reality and a by-word.

In the record of CinemaScope's success, which is still being written, we must include our acknowledgment of the cooperation of other producing companies in adopting the new medium and joining in the production of CinemaScope pictures.

We include in this acknowledgment: Loew's, Inc., Walt Disney Productions, Columbia Pictures, Warner Bros., Universal-International, R.K.O. and United Artists, and many independent producers in the United States and abroad.

In the same manner we express our thanks to equipment manufacturers throughout the world who re-tooled and accelerated their production in the tremendous transition period.

We are grateful, above all, to the public for recognizing instantaneously our effort to satisfy its advancing tastes in entertainment.

CinemaScope has revived the movie-going habit of the American public.

This is a fact of enormous importance because the American Motion Picture Industry since its inception has striven not only to inspire and entertain, but to be a world-wide evangel of the American way of life, spreading knowledge everywhere of this country's achievements.

CinemaScope has thus helped to make our industry an important factor in our national life.

And we rejoice in the many congratulatory letters and telegrams we have received from exhibitors throughout the world on this, the first birthday of CinemaScope, which has made history and triggered a veritable explosion of vigorous new ideas in motion picture making.

We of Twentieth Century-Fox pledge to you, the public and the exhibitors and producers of all the world, all our energies and resources in developing each year new technical advancements and even finer CinemaScope productions and techniques in order to create greater satisfaction on the part of greater audiences.

In gratitude for your cooperation, encouragement and support, we dedicate ourselves to the one unceasing endeavor of serving the theatres of the world with such matchless motion picture entertainment for the public that no present or future competition will challenge its popular supremacy.

This Was The Week When . . .

The San Francisco Newspaper Guild announced that it would sponsor the world premiere of 20th-Fox's "Desiree" at the Fox, San Francisco, on Nov. 9. . . . UA announced that the Leon L. Brandt Organization would handle advance publicity for "Romeo And Juliet" and "Summertime." . . . Joseph Brenner Associates' "Angelika" opened at the 68th Street Playhouse, New York. . . . Warners announced that Mort Blumenstock's ad-publicity department had prepared a comprehensive pressbook on "A Star Is Born." . . . U-I announced that its "Bengal Brigade" had been booked for November by a record 1,446 theatres in a big pre-dating drive. . . . Rene Clair's "A Nous La Liberte" was set for its New York opening at the Art on Oct. 6.

"Bread, Love, And Dreams," IFE release starring Gina Lollobrigida, opened at the Paris, New York. . . . Francis M. Winikus, UA ad chief, announced that an advertising, publicity and exploitation budget of \$500,000 had been set for Hecht-Lancaster's "Vera Cruz." . . . B. G. Kranze, UA general manager, announced that 600 prints of the Marciano-Charles fight were sent to theatres all over the country. . . . Cinerama was set for celebration of its second anniversary tomorrow (Sept. 30) with 150 mayors of towns within 100 miles of New York the guests of S. H. Fabian. . . . Warners set the New York premiere of "A Star Is Born" for the Paramount and Victoria on Oct. 11. . . . Executives of the new Distributors Corporation of America conferred with producer Joseph Kaufman on Christmas release of "Long John Silver." . . . The world premiere of Allied Artists' "The Adventures Of Hajji Baba," being distributed by 20th-Fox, was set for the Globe, New York, on Oct. 8.

TOA's Herman Levy Hits Decree Violations

SPRINGFIELD, ILL.—"I am shocked to hear of the many apparent violations of the decrees in U.S. vs. Paramount in this and in other areas," said Herman M. Levy, TOA general counsel, at the regional meeting of the United Theatre Owners of Illinois last week.

"The violations reported at the meeting concerning certain distributors, mainly in the field of conditioning the sale of one picture upon another or others was disheartening. But I am heartened by the fact that the exhibitors concerned have agreed to put their complaints in writing, giving the time, place, name of sales representative, and the demands made by him, so that appropriate action can be taken," Levy added.

Other complaints voiced by the exhibitors attending the meeting included shortage of prints, some theatres now have to wait at least a year in order to get product at a price they can afford to pay; the distributors owe it to the youth of the nation to keep the small town movie house in operation, as an antidote to juvenile delinquency; pictures pulled less than a week before playdate after trailers were shown and advertising was out, with the excuse by distributors that "New York won't approve the deal;" the abolition of the sliding scale by the distributors works new hardships on small exhibitors.

Edward G. Zorn, president, admonished the theatremen to have sufficient backbone to say "no" to present "outrageous high terms demanded by distributors."

Albert M. Pickus, TOA vice-president, Stratford, Conn., also spoke. This was the fourth of such "grass roots" conferences conducted by George Kerasotes, UTOI vice-president, assisted by George Gaughan, TOA field representative, who has been personally interviewing Illinois exhibitors as to their individual problems.

Levy emphasized the importance of submitting complaints to TOA executives in writing.

Reisman Heads Todd-AO; Verne Classic Is Next

NEW YORK—Michael Todd announced last week upon his return from Europe that Phil Reisman, former RKO vice-president in charge of foreign distribution, had joined his company as president.

Todd announced, also, that other officers of the company were Sidney Shainwald, vice-president; David Sive, secretary; and Louis Bernstein, treasurer. Reisman resigned as vice-president, Joseph P. Kennedy Industries, to take the Todd post.

Todd further stated that the first picture to be made by his production company, which was organized to make 10 pictures in the wide-angle Todd-AO process in the next five years, will be "Around The World In 80 Days," based on the Jules Verne classic.

VC Golfers Battle Rain

NEW YORK—Hampered by rainy weather, the annual golf tournament of New York's Variety Club was held last week at Vernon Hills Country Club, Tuckahoe, Westchester. The hardy ones of the industry who showed up shared the many trophies donated by industryites and had a grand time, including the dinner that followed the golfing, which was termed a "swimming success."

Charles A. Alicoate headed the tourney committee and was assisted by Marvin Kirsch, Orrin H. Dunlap, Sid H. Eiges, Edward L. Fabian, William German, Dave J. Jacobson, Edward Lachman, Martin Levine, Burt Robbins, Ted Sullivan, Robert M. Weitman, Chris J. Witting, Max E. Youngstein, and Francis X. Zuzulo.

Columbia Picketing Stops

MINNEAPOLIS—Picketing of the local Columbia exchange was voluntarily called off last week, although it was believed Columbia would proceed with its application for a temporary injunction order in Federal District Court.

Disney Features Set For Buena Vista

NEW YORK—With the most impressive array of features in the history of Walt Disney Productions scheduled for release during the next two years, Roy O. Disney, president, last week announced that distribution of this product in the United States will be made through Buena Vista Film Distribution Company. In England, the pictures will be distributed by Walt Disney British Films, Ltd., which, like Buena Vista, is a wholly owned subsidiary of Walt Disney Productions. Previously, RKO had handled Disney distribution.

In other areas of the world, distribution will be handled by nationals of all important countries in continental Europe, Austral-Asia, and Japan. Disney called all Buena Vista officials and sales personnel to the Disney studio for a sales convention at which time the entire feature product was screened. In this group was Disney's highest budgeted live action feature in CinemaScope, Jules Verne's "20,000 Leagues Under The Sea," featuring Kirk Douglas, James Mason, Paul Lukas, and Peter Lorre, scheduled for release at Christmas time.

Next on the release schedule will be "Lady And The Tramp," first all-cartoon CinemaScope feature to come out of Hollywood, scheduled for release next Easter time.

"Sleeping Beauty," Disney's second all-cartoon feature in CinemaScope now well into production is the third film scheduled for distribution by Buena Vista under the arrangements just concluded.

Buena Vista Film Distribution Company was organized about a year ago as a wholly owned subsidiary of Walt Disney Productions to distribute Disney's first feature length True-Life Adventure, "The Living Desert." Currently in distribution is "The Vanishing Prairie."

Third in this series of nature features due for release by Buena Vista is "The African Lion," now nearing completion after three years of filming in the African wilds.

Increased activities by Buena Vista will eventually necessitate the enlarging of its forces throughout the country, but this will be done gradually, Disney stated. National Film Service, with offices in all key areas in the United States, will continue to handle the physical distribution of the Disney product.

U-I Earnings Up

NEW YORK—Universal Pictures Company and subsidiaries reported last week earnings for the 39 weeks ending July 31 of \$2,636,415 after providing \$250,000 for contingent liabilities and \$3,400,000 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to \$2.49 per share on the 988,574 shares of common stock outstanding at July 31.

For the similar period in 1953, adjusted earnings were \$2,051,008 after providing \$250,000 for contingent liabilities and \$3,300,000 for federal taxes on income. After dividends on the preferred stock, this was equivalent to \$1.87 per share on the 999,306 shares of common stock outstanding at Aug. 1, 1953.

36 KEY MAJOR CIRCUITS

HAVE ALREADY BOUGHT

"PRIVATE HELL"



LOADED WITH FAST ACTION AND SUSPENSE!"
—N. Y. Daily News

F-BEAT DRY WITH DYNAMIC ACT!"
—Daily

SP... AMATIC!"
—N. Y. Daily Mirror

EL' OFF TO HOT WAY START!"
—Daily Variety



- UNITED-PARAMOUNT THEATRES
- RKO THEATRES
- STANLEY-WARNER THEATRES
- WALTER READE CIRCUIT
- FABIAN THEATRES
- FLORIDA STATES THEATRES
- WILBEY KINCEY CIRCUIT
- MARTIN THEATRES
- NEW ENGLAND THEATRES
- AMERICAN THEATRES
- E. M. LOEW CIRCUIT
- JAMESTOWN AMUSEMENT CORP.
- BALABAN & KATZ THEATRES CORP.
- PUBLIX-GREAT STATES THEATRES
- INTERSTATE THEATRES
- COOPER FOUNDATION
- FOX-INTERMOUNTAIN THEATRES
- TRI-STATE THEATRES
- UNITED DETROIT THEATRES
- FOX MID-WEST THEATRES
- ARIZONA-PARAMOUNT CORP.
- FOX WEST COAST THEATRES
- ROBERT L. LIPPERT THEATRES
- MINNESOTA AMUSEMENTS CORP.
- PARAMOUNT GULF THEATRES
- CENTURY THEATRES
- RANDFORCE AMUSEMENT CO.
- CO-OP THEATRE SERVICE, PITTSBURGH
- L.A. DRIVE-IN THEATRES
- REDWOOD THEATRES CORP.
- EVERGREEN THEATRES CORP.
- JOY HOUCK THEATRES
- NORTHIO THEATRES
- TEXAS CONSOLIDATED THEATRES
- ALLADIN DRIVE-IN THEATRES CORP.
- NEVADA THEATRE CORP.

PRIVATE HELL 36

A FILMAKERS Presentation starring
IDA LUPINO
STEVE COCHRAN
HOWARD DUFF · DEAN JAGGER
DOROTHY MALONE

Written for the screen by COLLIER YOUNG
 and IDA LUPINO
 Produced by COLLIER YOUNG
 Directed by DON SIEGEL
 Distributed by Filmmakers Releasing Organization



YOUR TURN TO BUY IT NOW!

Watch for...

"MAD AT THE WORLD"

and

"CRASHOUT"





Ted Schlanger, Stanley Warner zone manager, Philadelphia, meets Norma Doggett, who appears in MGM's "Seven Brides for Seven Brothers" and toured on behalf of the film, in the lobby of the Stanley, where the film will have its Quaker City bow. Miss Doggett is one of the lovely brides in the musical.



Miss Doggett also made Albany one of the stops on her eastern promotional swing on behalf of the CinemaScope-Color musical. She is seen with Ken Parker, radio station WPTR; Jack Goldberg, MGM Albany branch manager; and Sol Ulman, Fabian Theatres zone manager in Albany, each one smiling.



The high-grossing musical extravaganza lent itself to any number of promotional activities. Jack Wiener, MGM southern press representative, gathered into one car, seven brides for the Atlanta opening at Loew's Grand. They appeared at several TV shows and had tiny shotguns on hand just in case.



Betty Carr, another of MGM's touring "Brides," visits with Kermit Carr, booker and buyer, Tri-State Theatres, and no relative, in Des Moines.

MOTION PICTURE
EXHIBITOR
FEATURE

Brides For Bally

UNDoubtedly there are as many reasons for a motion picture's success or failure as there are relatives at a wedding, but one thing is for sure—promotion never hurts. When all-time records tumbled at New York's Radio City Music Hall during the run of MGM's sparkling musical, "Seven Brides For Seven Brothers," some credited the dancing, some the singing, others the CinemaScope, but all experienced industryites reserved a measure of congratulations for solid showmanship.

Five of the lovely brides in the film toured the country on behalf of the picture, starting at the world premiere in Houston, Tex., and fanning out in every direction from there. They garnered newspaper space, radio and TV time and made each area "Seven Brides" conscious.

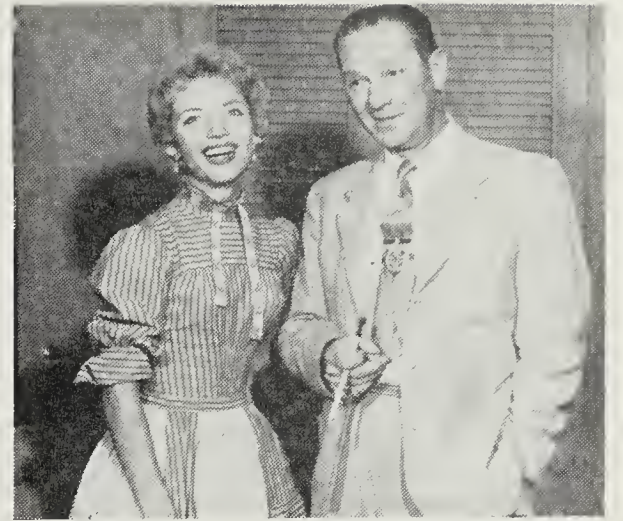
The opportunities for stunts and tieups of unusual natures were numerous and varied, and MGM didn't miss a trick. From a small farm in Canada came word that there were seven House brothers, all bachelors, and the company promptly brought them to the New York premiere.



The film gained impetus for its Town engagement, Baltimore, Md., when Virginia Grey, featured player, toured with manager Richard Dizon.



The film had its world bow at Loew's State, Houston, Tex., and the five touring "Brides" were on hand for the occasion. Seen, left to right, looking at jewelry on display at the famed Shamrock Hotel, are pretty featured players Virginia Gibson, Miss Doggett, Miss Carr, Julie Newmeyer, and Ruta Lee.



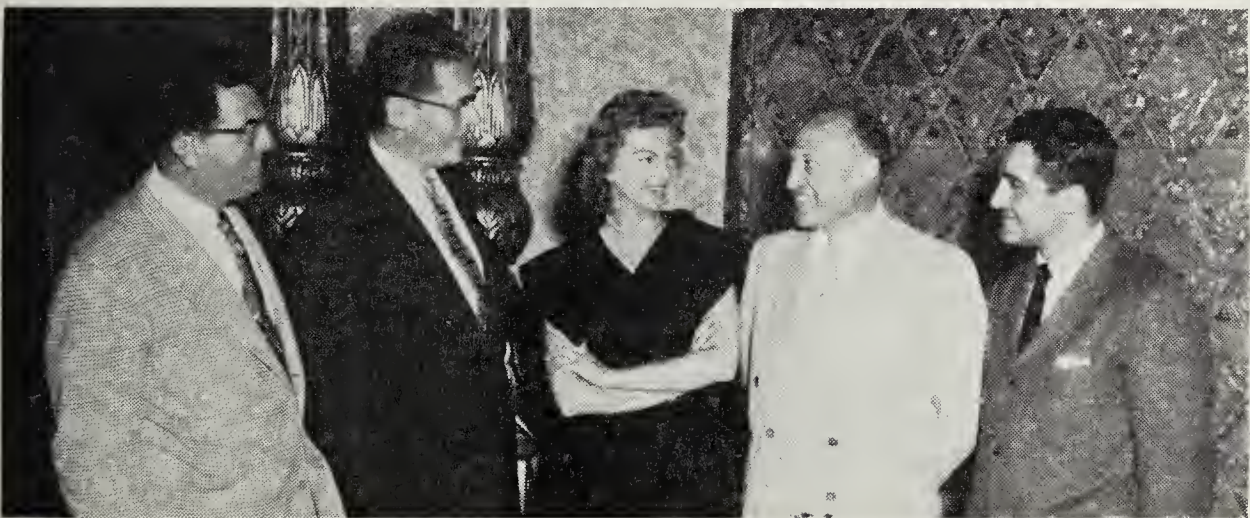
Miss Lee also starred in one of the sectional tours for the musical, and is seen here with Ray Hendry, head, Intermountain, Salt Lake City.



One of the great promotional stunts in connection with a New York opening was developed for the engagement at the Radio City Music Hall, where "Seven Brides" set an all-time record. MGM found the seven House brothers, all bachelors, in Canada, brought them to New York in style, got each a date with a professional model, piled the whole mob into a hansom cab, and garnered a flood of radio, press, and TV spots and space.



Ben Williams, New England theatre owner and booking and buying agent for a 10-theatre circuit, meets Miss Doggett on her visit to Boston on behalf of "Seven Brides for Seven Brothers." Williams is seen on the left, and the gentleman being favored with one of the traveling actress' prettiest smiles is Benn H. Rosenwald, MGM resident manager. The tours covered the nation and received plenty of publicity from newspapers, radio, and TV.



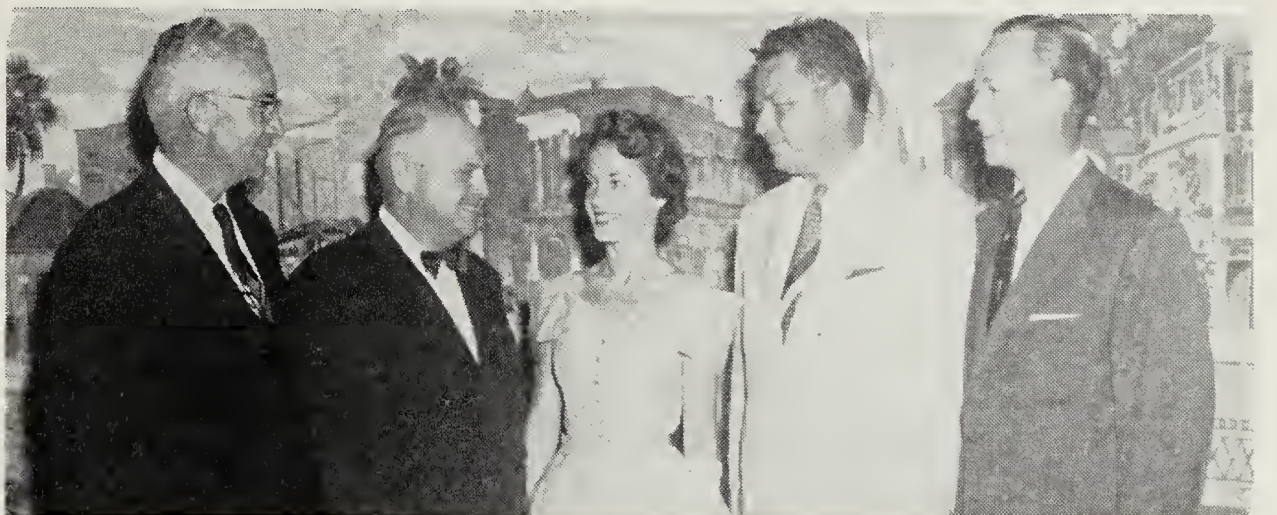
Seen at a cocktail party at Loew's State, Syracuse, N. Y., are, left to right, Sam Gillman, Loew's State manager; Jack Mundstuk, MGM Buffalo branch manager; Miss Doggett; Harry Bernstein, owner, Cornell Theatres, Ithaca, N. Y.; and Stephen Pirozzi, MGM press representative in Buffalo and Albany exchanges.



Miss Lee visited eight cities on her tour of the far west and is seen here with Will J. Conner, head, John Hamrick Theatres, Seattle and Portland.



In Washington, Rudy Berger, MGM southern division sales manager, congratulates pretty Virginia Gibson on her lengthy promotion swing.



Miss Gibson visited Jacksonville and met at the Variety Club, from left, Bob Heekin, city manager, Florida State Theatres; Boliver Hyderof, Talgar Theatre Company; Horace Denning, president, Florida Theatre Owners; and Chief Barker Clarence "Danny" Deaver, who is also manager, Normandy Drive-In.

U-I Ad Executives Analyze New Product

NEW YORK—Company advertising, publicity, and exploitation executives gathered at the Universal-International studios this week for an important series of conferences with vice-president David A. Lipton on promotional plans on U-I pictures to be released during the next few months and on long range promotional planning on pictures currently in production.

The promotional planning included "Sign Of The Pagan," U-I's second CinemaScope picture in Technicolor; the Technicolor musical, "So This Is Paris"; the J. Arthur Rank Organization-Schlesinger Organization Technicolor film, "West Of Zanzibar"; the new James Stewart starrer, "The Far Country" in Technicolor; "Destry," in Technicolor; and "Six Bridges To Cross." Long range planning was developed on "The Shrike," starring Jose Ferrer and June Allyson; "To Hell And Back" in CinemaScope and Technicolor, based on Audie Murphy's novel of his own World War II experiences; "Foxfire," in Technicolor, starring Jeff Chandler and Jane Russell; and "Man Without A Star," in Technicolor, starring Kirk Douglas and Jeanne Crain.

Attending from New York were Charles Simonelli, eastern advertising and publicity department manager; Philip Gerard, eastern publicity manager; Jeff Livingston, eastern advertising manager; Herman Kass, eastern exploitation manager; John Horton, Washington representative; Ben Katz, midwest field exploitation representative; and Robert Gillham, Cunningham and Walsh, U-I's advertising agency.

The studio group included Clark Ramsay, executive assistant to Lipton; Sam Israel, studio publicity director; Jack Diamond, assistant studio publicity head; and Archie Herzoff, studio advertising and promotion manager.

RKO Extends Stock Plan

NEW YORK—James R. Grainger, president, RKO, announced last week that the board has authorized an extension until the close of business on Dec. 31 of the period within which stockholders may exercise their privilege of tendering stock to the corporation for redemption at \$6 per share.

The board also authorized an extension until Dec. 15 of the period within which Howard R. Hughes may accept the offer to purchase from him, at \$6 per share, all or any portion of the 1,262,120 shares of stock owned by him.

Nuptial Notes

NEW YORK—Mr. and Mrs. David J. Greene, Kings Point, New York, last week announced the engagement of their daughter, Miss Barbara Greene, to Richard A. Greenberg, son of Mr. and Mrs. Herman Greenberg, New York. A June wedding is planned.

The prospective bride is entering her senior year at Skidmore College. Miss Greene's father is a member of the New York Stock Exchange, and a director of the RKO Theatres Corporation.

B'nai B'rith Medal Awarded To Balaban

NEW YORK—Barney Balaban, president, Paramount, has been selected as the first recipient of the President's Medal for Humanitarianism by the Supreme Lodge of B'nai B'rith, it was announced last week by Samuel Markle, chairman, Barney Balaban Tribute Committee.

The medal was presented to Balaban by Philip M. Klutznick, national president, B'nai B'rith, at a testimonial dinner at the Waldorf-Astoria Hotel at which the film executive was cited for "35 years of dedicated service to B'nai B'rith and to his fellow man." The testimonial paid tribute to Balaban by providing \$1,000,000 for the economic development of Israel through sales of State of Israel Development Bonds in his honor.

Israel Ambassador Alba S. Eban was also one of the speakers at the Balaban tribute.

Youngstein Names Drive Committee

NEW YORK—A committee of 31 in the home offices of the film companies, the New York exchanges, the circuits, the independent theatres, and the other branches of the entertainment industry has been named by chairman Max E. Youngstein, vice-president, United Artists, to aid in the 1954 fund-raising drive of New York's Cinema Lodge of B'nai B'rith, the sale of 500 contribution share certificates at \$25 each with one of the purchasers to receive a 1954 four-door Cadillac sedan.

The committee from the home offices of the film companies includes Leo Jaffe, Columbia; Irving H. Greenfield, MGM; W. C. Gehring, 20th-Fox; Monroe Goodman, Paramount; Bernard Goodman, Warners; Milton Livingston, U-I; Leon Bamberger, RKO; and Bernard Kranze, United Artists.

New York exchange representatives are Joseph Sugar, UA; Myron Sattler, Paramount; Len Gruenberg, RKO; Abe Dickstein, 20th-Fox; Saal Gottlieb, MGM; Saul Trauner, Columbia; and Ben Abner, Warners.

Circuit and independent theatre representatives on the committee are Harry Goldberg, Stanley Warner; Robert K. Shapiro, United Paramount; Bob Sherman, RKO Theatres; Paul Behrke, Skouras; Sam Goodman, Century; Harold Rinzler, Randforce; Lou Wolff, Brandt Theatres; Sol Strausberg, Interboro; Bernie Brooks, Fabian; and Harold Klein, J. J. Theatres.

Other representatives are Jack Hoffberg, independent and foreign film distributors; Irwin Young, Du-Art, representing the laboratories; George Hornstein, the supply houses; Al Wilde, the talent agencies; and Dave Gordon and Dave Savage, radio and television.

16mm. Suit Delayed

HOLLYWOOD—When the government's 16mm. case against 12 defendants came up before Federal Judge Harry C. Westoper last week, it was put over to Oct. 4.

About People

NEW YORK—Samuel J. Friedman has been appointed to the United Artists' publicity staff, succeeding Charles Handel, who has resigned, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation.

Friedman, who served as publicity director of the Phoenix, is a legitimate theatre press agent who has represented Billy Rose and the Shuberts and has handled such shows as "Finian's Rainbow," "Lend An Ear," "Home Of The Brave," "Hellzapoppin," and last season's prize-winning musical, "The Golden Apple."

Friedman also has done special publicity for motion picture companies, having worked on "Moulin Rouge" and "The Thief" for United Artists.

NEW YORK—Eric Johnston, president, Motion Picture Export Association, announced last week the appointment of G. Griffith Johnson, MPEA vice-president, to head the Association's European division.

In the new post, Johnson will be in direct charge of the European operations under the over-all supervision of Ralph Hetzel, MPEA vice-president and head, international department. Hetzel had previously included direct supervision of the European division among his duties.

Johnson is expected to divide his time between Washington and New York, with trips to the field as the changing situation demands.

HOLLYWOOD, CAL.—George Burrows, executive vice-president and treasurer, Allied Artists, last week named Andrew MacDonald as assistant comptroller of the company.

MacDonald has been with AA since 1946. He formerly was with the Shea Circuit in New York and served four years in the Marine Corps.

He will assist George Blatchford, comptroller, and both will headquarter at the studio.

NEW YORK—Frank Petraglia has joined the staff of Walt Disney Productions, it was announced last week by Leo F. Samuels.

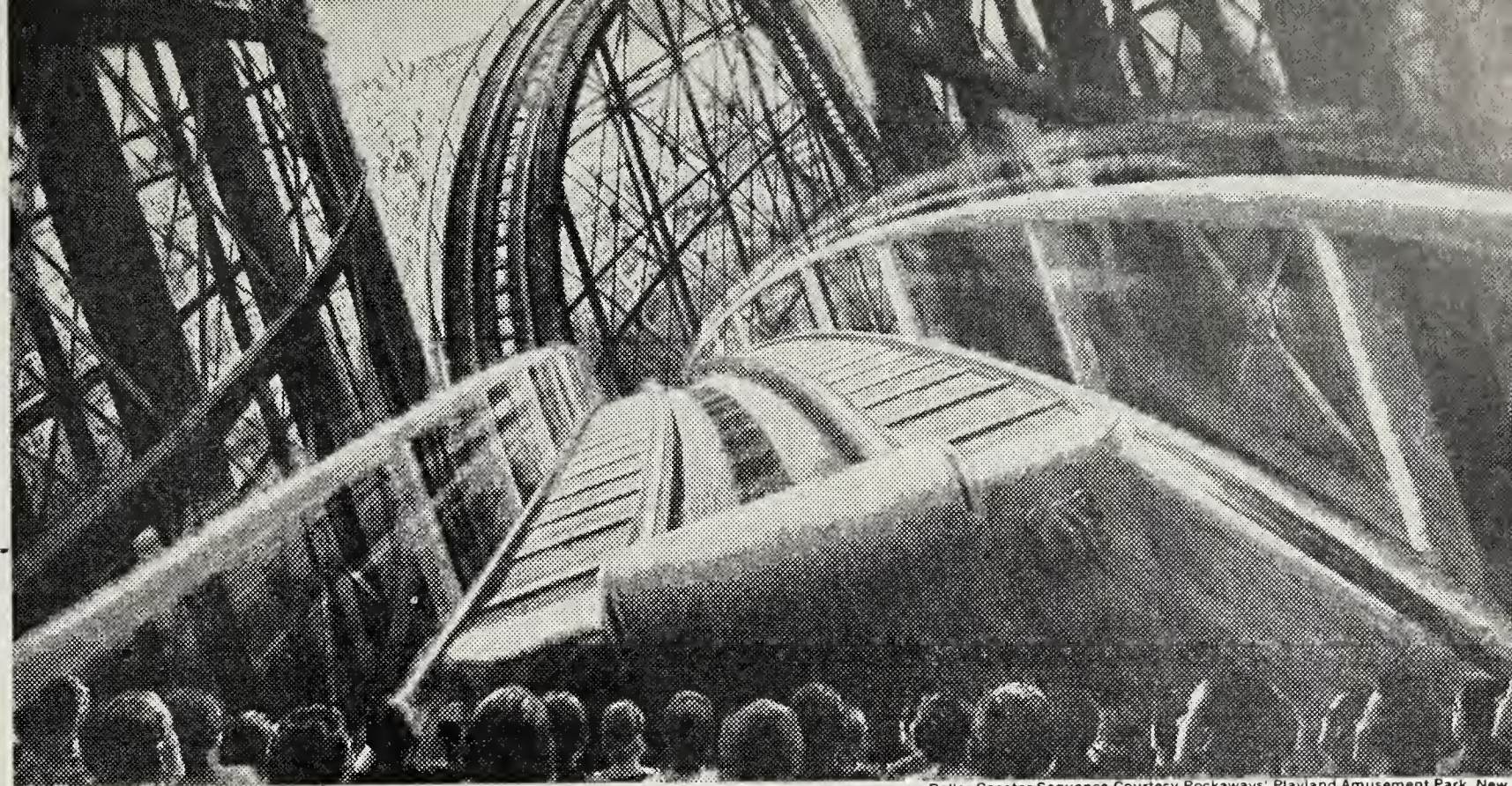
Formerly with RKO as head of television, radio, and merchandise tieup activities, Petraglia will handle music exploitation for the Disney organization under the supervision of Abe Glaser. An experienced publicist, Petraglia will also be active in the national publicity and exploitation of Disney film product.

NEW YORK—C. G. "Jerry" Belmont, for the past 10 years with RKO's foreign division, resigned last week to join the same division of United Artists.

AA Sales Meet

HOLLYWOOD—Morey R. Goldstein, Allied Artists vice-president and general sales manager, last week set the Chicago Blackstone hotel as convention headquarters for the company's annual sales meeting on Oct. 15-17.

Members of the sales force will converge from all sections of the country. Particular attention will be given sales plans for "The Human Jungle," "Tonight's The Night," and "The Bob Mathias Story."



Roller Coaster Sequence Courtesy Rockaways' Playland Amusement Park, New York

3rd
3

Year on Broadway!

The most fabulous story telling medium
in the history of entertainment!

THIS IS CINERAMA

All other productions come and go, but **THIS IS CINERAMA**—one production—outlives a whole studio program: continuing month after month in the great cities of the nation!

Only CINERAMA'S three-eyed projection, seven-voiced sound and wrap-around screen can put YOU in the picture!



And the astounding figure of over 9 million viewers in only 13 CINERAMA theatres acclaims CINERAMA as the only really new wonder of the entertainment world!



Completed: Louis de Rochemont's
"CINERAMA HOLIDAY"
In Production: Lowell Thomas'
"SEVEN WONDERS OF THE WORLD"
In Preparation: Warner Bros. Studios
"LEWIS AND CLARK EXPEDITION"

As of Today, this is CINERAMA'S record:

New York, Warner Theatre	105 weeks	Minneapolis, Century	23 weeks
Boston, Boston Theatre	39 weeks	San Francisco, Orpheum	50 weeks
Chicago, Eitel's Palace	61 weeks	St. Louis, Mo., Ambassador	33 weeks
Detroit, Music Hall	79 weeks	Washington, D. C., Warner	41 weeks
Hollywood, Warner Theatre	78 weeks	Dallas, Melba Theatre	13 weeks
Philadelphia, Boyd	51 weeks	Cincinnati, Capitol	14 weeks
Pittsburgh, Warner	42 weeks	...and every run continues unbroken!	

Never has there been motion picture entertainment with this kind of impact! And now CINERAMA has its first overseas showing—opening September 30, 1954 at the CASINO THEATRE, in LONDON, ENGLAND!

Konecuff (Continued from page 7)

He stated that one million dollars has been invested by his company in the Todd A-O process and he saw "rushes" of the first feature, "Oklahoma" and thought they were wonderful and beyond his expectations.

Under consent decree regulations, National has yet to dispose of 14 additional theatres out of the 356 operating houses and the 50 that are closed.

He was questioned about candy sales, which is 100 per cent controlled by the theatre chain, which buys in huge quantities directly from the manufacturers, and he reported that he was very pleased with returns from that end of the operation. Last year saw this division return 29 per cent of the gross, and this year will see that figure average out to 24 per cent.

Skouras would like to see his company interested in the production of two or three pictures per year and government permission to enter the production field has been requested. He felt that the Department of Justice would realize that with TV competition and a decline in business that conditions are different than they were in 1946 when the consent decree was made law and the government may be receptive to a direct interest in production. He admitted that a court order had to be obtained before the company could invest in Todd A-O.

Bits: Skouras, when asked how he felt about a distributor desire to share in candy profits as part of a deal for picture rentals, replied, "So's your old man." . . . It was estimated that National Theatres as well as other large circuits have 28 law suits pending with an estimated total asking price of 70 millions in damages. . . . Why does the Roxy play only Fox pictures even though the two companies are divorced? "Because they are better pictures . . . but we do business with other distributors elsewhere as well as Fox." . . . He doesn't feel too badly about being restrained by the government from going heavily into the drive-in business because the results don't warrant the expenditure or efforts. . . . He estimated that \$400,000 has been spent in the past two years improving the Roxy and it is doing so well that he would gladly relinquish the rest of the circuit if he had five or six other houses like it (joke, we think). . . . He urged members of the press to go west to produce pictures. He said nothing about backing same financially. . . . He was in town against doctor's orders and he expected that he and his executives would be returning here periodically to confer with interested parties, etc.

(Aside to Director John Butero: You're a good man.)

IN MEMORIAM: For days now we've been meaning to buy a bulb to replace a burned-out one in a lamp at home but always forget to do so. When we received an invite the other day to come out to the Edison Museum at West Orange, N. J., we thought for sure that we'd wind up with at least a hundred-watter as a souvenir but no dice. The lamp still stands darkened by forgetfulness.

Anyhow, the reason for the trip was the dedication of a full-scale replica of the first motion picture studio, the "Black Maria," which was utilized by Edison in

the making of films. The present-day version is similarly shaped, pretty ugly, and covered with black tar paper as in the days of yore and the top opens to demonstrate how Edison took advantage of the sunlight with the entire structure so constructed so as to move around in a complete circle permitting following the sun.

It seats fifty persons and will show appropriate films daily. On this particular day, a group of newspaper and trade press representatives as well as guests in the field of education, technicians, industry delegates, and a group of school children viewed the premiere of Jules Levey's color film, "The Story Of Thomas Alva Edison."

The day also saw a plaque dedicated by Adolph Zukor, chairman of the board at Paramount and one of the founders of the business. He was proud to represent the industry to honor the man who built the first motion picture camera and studio. He recalled standing in the original "Black Maria," 50 years ago with Edison and pointed out that the many contributions of films to education, entertainment and, in-international exchange, and the progress films and the industry has made over the years as well as its constant improvement and development.

Vice Admiral Harold B. Bowen, director of the Thomas Alva Edison Foundation, welcomed the guests and also introduced speakers John Edison Sloane, grandson of the inventor; Herbert Barnett, president of the Society of Motion Picture and Television Engineers, who recalled Edison's inventions and their contributions to technology as well as the fact that Edison was a pioneer with the Society; Miss Rita Hochheimer, assistant director in charge of the Bureau of Visual Education, New York Public Schools; and Frank B. Stover, assistant to the Commissioner of Education, New Jersey State Department of Education.

The Museum contained many of Edison's original inventions which are still in working order and it makes for interesting viewing.

WOW SECTION: We guess IFE realized that we didn't get a chance to see Gina Lollobrigida much less say hello at the madcap cocktail party they threw in her honor the week before, so last week they invited us over to say hello, and incidentally, listen to some words of wisdom from IFE execs in her hotel suite.

The boys really made a production out of the meeting by first having IFE execs talk and then presenting the piece de resistance, Gina, for a climax. For instance, executive vice-president E. R. Zorgniatti reported that he had just received word from Italy that IFE has been named distributor of her film, "Bread, Love And Dreams," for the U.S., Canada, and the Far East.

He was followed by Bernie Jacon, vice-president in charge of sales, who was very enthused about the film and thought that every exhibitor should be interested since Gina has become a top screen personality both here and throughout the world. He opined that the tremendous publicity and wonderful reception accorded her on this trip here plus the universal appeal of the subject matter in the film would insure the success of

bookings in all types of houses with very healthy grosses following.

Jonas Rosenfield, Jr., advertising-publicity director for IFE, estimated that within the next two months every major publication in the U.S. will carry articles and fotos on Gina, and this will help put her at the top of the entertainment set-up as one of its outstanding stellar personalities. He also reported that other films with Gina will be released by IFE so as to tie in with the campaign, such as "The Wayward Wife" which will go in November, "Bread, Love And Jealousy," a sequel, to be released next year, and "Women Of Rome," which will be released next spring.

Incidentally, Jacon reported that IFE expects to release between now and March of next year five color features and four black and white exploitation films all American-dubbed as well as two specials with English titles. A CinemaScope feature is expected for release by spring.

Then came Gina. Magnifique. She told how she had a temporary contract with Howard Hughes with an option therein which was not renewed; she doesn't know whether she will make any pictures here in the future although she would like to make one if the right story came along and if the right director were available, such as Kazan, Wyler, Wilder, Mankiewicz, etc.; she likes New York very much; she makes films in Italy on a participation basis preferring to fall or rise with the film; she just wants to rest now after she returns to Rome and she is uncertain exactly what her next vehicle will be; also her husband was there.

WOW!

Appropo Note: Re: the aforementioned cocktail party, IFE people told us there were 650 people clocked in as present, but only 500 invitations were officially printed. Sounds like dirty work at the print shop or an over abundance of relatives somewhere.

PARTY DEPARTMENT: U-I hosted a fine cocktail party in honor of Rock Hudson, who returned from Europe last week following a three-month stay where he completed his latest, "Captain Lightfoot." While in town, he participated in a series of advance press interviews and radio and TV shows getting in plugs for his next release, "Bengal Brigade," which goes out in November.

Getting back to the party at the Savoy Plaza, we've never seen so many young, good-looking gals in one place and all by coincidence in the same part of the suite of rooms as Hudson. The place was crowded with newspaper, syndicate, magazine, trade press, television, and radio representatives. We had a lot of fun with some of the U-I execs present including Milt Rackmil, Ed Muhl, Al Daff, Charlie Feldman, Ray Moon, Pete Dana, Irv Sochin, as well as Phil Gerard, Jeff Livingston, and their staffs, who did a nice job handling the crowd.

THIS IS LIFE: The Life editorial page dated Sept. 27 carries a fine piece on the value and effectiveness of Cinerama not only as an entertainment medium but as a means of combatting anti-U.S. propaganda abroad. It relates how in Syria, Harris Peel, U.S. Information Officer

(Continued on page 20)

PLEDGE YOUR THEATRE TODAY!

ANSWER PRESIDENT EISENHOWER'S APPEAL TODAY

THE WHITE HOUSE
WASHINGTON

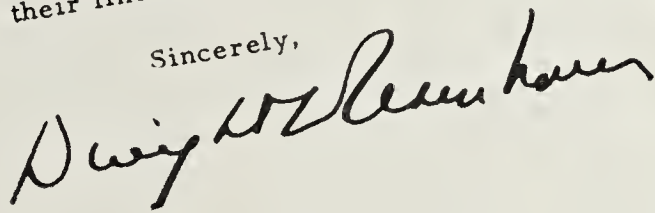
Denver, Colorado
September 9, 1954

Gentlemen:

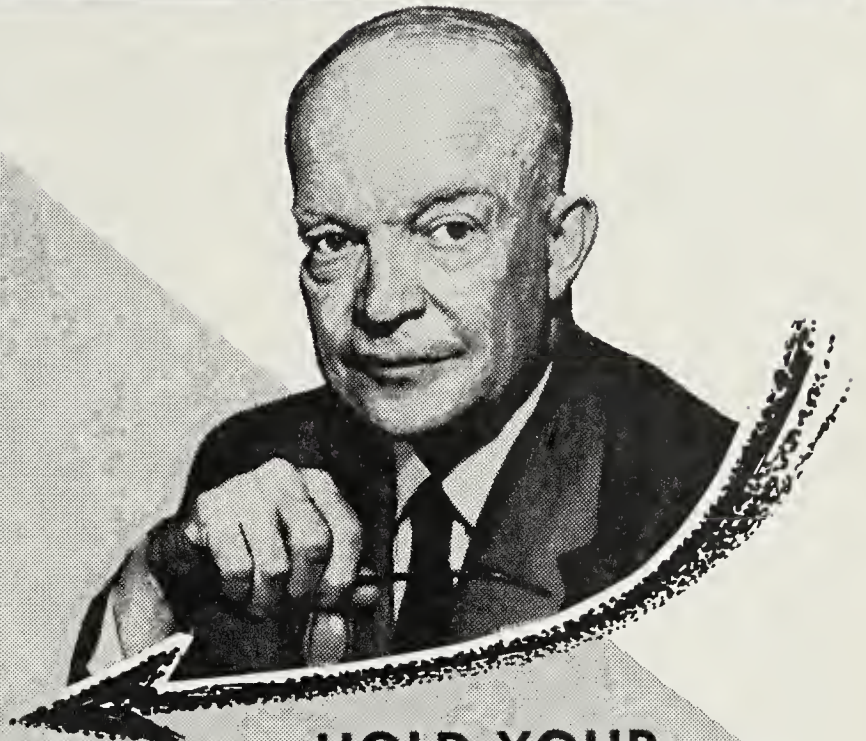
I am delighted to know that this year many motion picture theatres will give their patrons an opportunity to contribute funds for the relief and rehabilitation of the Korean people through the American-Korean Foundation. Voluntary contributions by our people to this cause transcend by far in importance any relief afforded through governmental sources. The person-to-person demonstration of sympathy and faith through this private activity is of great help in welding a warm link of friendship between the American and Korean peoples.

I hope you will express to your colleagues in the theatre industry my very best wishes to them in their fine endeavor.

Sincerely,



Messrs. Sam Pinanski, Wilbur Snaper
and Al Lichtman, Co-Chairmen
Council of Motion Picture Organizations, Inc.
1501 Broadway
New York 36, New York



**HOLD YOUR
THEATRE AUDIENCE
COLLECTIONS**

**WEEK OF
OCT. 4th 1954
OR THEREAFTER**

**SIGN THIS PLEDGE-
MAIL TODAY!
TO YOUR**

NATIONAL SCREEN SERVICE EXCHANGE

COLLECTION PLEDGE

In response to President Eisenhower's request, I will play the trailer containing his plea for contributions to the American Korean Foundation to "help Koreans to help themselves" and will conduct audience collections for this cause at all performances in my theatre during the week beginning Monday, October 4th, 1954 or (.....) date that suits your convenience best

Name *Theatre

City State

Exchange Date

*If a Theatre Circuit, please list theatres on a separate sheet of paper



Miscellaneous In The Newsreels

MOVIETONE NEWS (Vol. 37, No. 78) Germany: Secretary of State Dulles confers with Churchill and Adenauer. Tachen; Red bombarded island ready to repel attackers. Okinawa: Mock battle. Guelph, Ontario, Canada: Man-made lightning. Germany: Ex-Empress Zita sees son's twin girls baptized. Chicago: Summer ski meet. Pendleton, Ore.: Rodeo. Exclusive: Slaying of armed escaped mental patient.

NEWS OF THE DAY (Vol. XXVI, No. 208) Quemoy: Island defies Red shelling. Holland: 10th anniversary of paratroop landing that liberated the Netherlands. Guelph, Ontario, Canada: Man-made lightning. Chicago: Summer ski meet. Berkeley, Cal.: Oklahoma downs California. Lexington, Ky.: Maryland defeats Kentucky.

PARAMOUNT NEWS (No. 11) Germany: America gives new library to Berlin. San Francisco: Atlee en route home via Canada from visit to Red China. New York City: German choir arrives. Lexington, Ky.: Maryland defeats Kentucky. Cleveland and New York: Indians and Giants clinch world series.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 606) Germany: Secretary of State Dulles arrives to confer with Chancellor Adenauer. Italy: Deputy Undersecretary of State Murphy arrives for talks with Yugoslavia's Marshal Tito in Rome. San Jose, Cal.: Pet lending library. Atlanta: Swim for survival techniques. New York City: Fall fashions. Pendleton, Ore.: Rodeo. Atlanta: Georgia Tech tramples Tulane.

WARNER PATHE NEWS (Vol. 26, No. 13) England: Churchill and Dulles confer in London. Germany: America gives new library to Berlin. France: Biggest fire in 20 years hits Paris. New York City: Trygve Lie arrives on brief visit. Linda Mar, Cal.: Homes merged into school for 350. New York City: German choir arrives. New York City: Picking sweater-dom's queen. Chicago: Summer ski meet. Berkeley, Cal.: Oklahoma defeats California.

MOVIETONE NEWS (Vol. 37, No. 77) Colorado: President Eisenhower visits farm folk. Eire: Crashed plane salvaged. Italy: Tug sinks after colliding with liner "Italia" in Elbe River. India: Nehru surveys flood disaster. Georgia: Infantry Rangers war game. Chicago: Parking problem solved? North Carolina: High school girls pick bumper apple crop. Germany: High-wire act over the Rhine. Germany: Motorcycle race. Westchester Kennel Club: "Scotty" judged canine champ.

NEWS OF THE DAY (Vol. XXVI, No. 207) Maine: Muskie elected first Democratic Governor in 20 years. India: Nehru surveys flood disaster. Colorado: President Eisenhower visits farm folk. New York City: Welcome for twins born at sea. Italy: Venice carnival. Beverly Hills, Cal.: Beachwear for 1955. Chicago: Bears claw Giants. Germany: High-wire act over the Rhine.

PARAMOUNT NEWS (No. 10) Maine: Muskie elected first Democratic Governor in 20 years. France: German rearmament discussed by French Premier Mendes-France and British Foreign Secretary

Theatre TV Of Fight Breaks All-Time Record

NEW YORK—Nathan L. Halpern, head, Theatre Network Television, Inc., reported last week that the large screen closed circuit telecast of the Marciano-Charles title bout broke the all-time record for pay-as-you-see TV with over \$500,000 paid in at theatre boxoffices and surpassing for the first time the Yankee Stadium gate which came to \$350,000.

Reports from 71 participating houses in over 50 cities indicated satisfactory reception, although there were several exceptions, necessitating refunds.

United Artists is distributing a 21-minute short of the fight.

2,500 In Makelim Plan

NEW YORK—John Wolfberg, vice-president, Makelim Productions, arrived last week from the coast to line up additional theatres, especially the larger houses in key cities, for the Makelim program for which it is claimed 2,500 houses have already subscribed. He indicated that the first Makelim production is scheduled to go into production in about six weeks.

Anthony Eden. France: Brig. Gen. De Castries home. Gotenba, Japan: Military academy opened. Savannah, Ga.: Elephants arrive from India. Miami, Fla.: High-wire act thrills city. Arlington, Va.: Iwo Jima statue rises. Doncaster, England: St. Leger turf classic. France: Motorcycle grand prix.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 605) Germany: German rearmament discussed by Chancellor Adenauer and British Foreign Secretary Anthony Eden. Washington: U.S. Secretary of State Dulles leaves on a flying trip to Germany and Britain. St. Louis: Airport installs carrier gear. New York City: Kid stowaway comes home. Detroit: Animated display points way for America to get out of the traffic muddle. Beverly Hills, Cal.: Beachwear for 1955. Scotland: Queen visits Scots' games. Miami, Fla.: High-wire act thrills city.

WARNER PATHE NEWS (Vol. 26, No. 12) Germany: German rearmament discussed by Chancellor Adenauer and British Foreign Secretary Anthony Eden. Washington: U.S. Secretary of State Dulles leaves on a flying trip to Germany and Britain. Gotenba, Japan: Military Academy opened. Arlington, Va.: Iwo Jima statue rises. India: Moslems hold spectacle on holiday in New Delhi. New York City: Duchess of Kent on first visit. New York City: Gina Lollobrigida on visit. New York City: Kid stowaway comes home. Doncaster, England: St. Leger turf classic. Chicago: Bears claw Giants.

NATIONAL LEGION OF DECENCY

Sept. 23, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Black Dakotas" (Col.); "Operation Manhunt" (UA); "Sitting Bull" (UA); "Ricochet Romance" (U-I); UNOBJECTIONABLE FOR ADULTS: "Private Hell 36" (Filmakers); "Security Risk" (AA); OBJECTIONABLE IN PART FOR ALL: "Four Guns To The Border" (U-I).

Crescent Charter Changed

NASHVILLE, TENN.—Kermit C. Stengel, re-elected president, Crescent Amusement Company, at a board meeting following a meeting of shareholders last week, announced that the stockholders have okehed changes in the firm's charter to enable it to operate as a real estate business and holding company as well as a theatre circuit.

Crescent, it was explained, will not operate as a holding company in the usual sense of the term, but wanted authority to acquire financial interests in other companies. The Crescent directors elected William F. Holman as a vice-president, and re-elected Webb Hayes as secretary-treasurer.

Approval of the charter change came at a stockholders' meeting adjourned from Aug. 18, when holders asked for more time in which to study the charter amendments.

Paramount Technicians Check

NEW YORK—It was learned last week that Paramount technicians would visit all exchange centers, and in company of the branch managers or division managers would examine screens in the first-run situations in advance of the release of VistaVision product.

Koneciff

(Continued from page 18)

learned that Russia was spending \$500,000 to build the biggest pavilion at the Damascus trade fair. Peel had no money but plenty of ingenuity.

He remembered that Cinerama had never been shown outside the U.S. and put in a call to Stanley Warner, who agreed to send out Cinerama for free to the fair. Shortly thereafter, an Air Force transport flew out 35 tons of equipment which was set up in an improvised open air theatre with the result that the place was mobbed with thousands trying to get in for each showing, making the local police force completely ineffectual. Free tickets were being "scalped," and one photo engraver was even arrested for printing counterfeit ducats to the show.

The Soviet display was hard-put to find customers.

THE METROPOLITAN SCENE: Leading celebrities, social and civic leaders, exhibitors, newspaper, and other media representatives were on hand last week to officially welcome "Sabrina" at the Criterion where the gala premiere took place with a very enthusiastic reception forthcoming. It was an impressive affair. . . . Max Weinberg, wife, and daughter off for Switzerland last week where he will write the script for the English version of the sequel to Lazar Wechsler's "Heidi," to be made there. . . . Oct. 15 is publication date for "Sign Of The Pagan," a historical novel. U-I is waiting to release the film at Christmas time. . . . A recent issue of the Sunday Times carried a full page ad informing 1,200,000 families the world over that "The Barefoot Contessa" was awaiting their viewing. What's different about it is that the Times is mailing proofs to exhibitors calling their attention to the insertion and plugging the film.

EXHIBITORS EVERYWHERE!

ANSWER ALLIED'S CALL TO ARMS!

ALLIED broke the "Sound Barrier"

and with your help

ALLIED can break the "Profits Barrier!"

Attend

**NATIONAL ALLIED'S
GREAT "PRODUCT CONVENTION"
and
"SILVER ANNIVERSARY TRADE SHOW"
October 12, 13 and 14**

HOTEL SCHROEDER

MILWAUKEE, WISCONSIN

No. 1 Convention Issue

THE RIGHT TO MAKE A PROFIT!

Allied's campaign to restore profits to the theatres will reach its climax at this Convention, and its success depends upon whether a thousand determined, resolute exhibitors are gathered here, whose voices cannot be ignored and whose influence will be irresistible.

Convention Highlights

BUSINESS

Labeled the "PRODUCT CONVENTION," great emphasis will be placed on the following issues:

1. Excessive Film Terms That Deny Profits.
2. Artificial Print Shortage.
3. Government Control.
4. Unfair Trade Practices.

Open Forums and Frank Discussions to precede concrete action on above.
Film Clinics for all types and sizes of theatre operation.

Complete coverage, in simple form, of the technological advancement in motion picture presentation.

A "SILVER ANNIVERSARY TRADE SHOW" reflecting 25 years of progress in the mechanical operation of theatres.

SOCIAL

- ★ 2—ALL-INDUSTRY COCKTAIL PARTIES!
(Courtesy of National Carbon Co. and Pepsi-Cola Co.)
- ★ 2—EXHIBITOR LUNCHEONS!
- ★ 2—LADIES' LUNCHEONS!
—One with a Style Show
—One with a Special Tour
- ★ NIGHT CLUB DINNER PARTY
with a breathtaking floor show, featuring the "Crew-Cuts" and other top entertainers!
(Courtesy of the Coca-Cola Co.)
- ★ ALLIED'S "SILVER ANNIVERSARY" BANQUET and a bevy of Hollywood talent headed by:
**ESTHER WILLIAMS
and
MORTON DOWNEY**

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BETTER MANAGEMENT

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To Profitable Merchandising*



The key illustration for Paramount's forthcoming newspaper and magazine campaign on Irving Berlin's "White Christmas" stands finished at the Westport, Conn., studios of artist Stevan Dohanos, left.

Varied Promotion Set For UA's "Contessa"

NEW YORK—A strong series of national co-op. promotions featuring heavy magazine, newspaper, and point-of-sales penetration have been set in behalf of United Artists' "The Barefoot Contessa," it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation.

The king-sized promotional program drumbeating the Joseph L. Mankiewicz film starring Humphrey Bogart and Ava Gardner will reach an estimated 90,000,000 people throughout the country.

Fashion tieups pegged on Ava Gardner's fabulous wardrobe for her title role will effectively pitch the Technicolor production to the feminine trade. Five major shoe manufacturers, I. Miller, Dave Evins, Herbert Levine, Newton Elkin, and Delman, have joined in a unique multiple promotion booming the specially-designed Million Dollar Contessa line of shoes.

Each company will back "Contessa" with a slate of national magazine ads and newspaper co-op. insertions timed to break with local engagements. Department stores, women's apparel shops, and shoe stores in every exchange area will sell the UA release with counter cards imprinted with picture credits and play-dates. The more than 3,000 stores will also feature window displays.

Each of the manufacturers is also making diamond-studded "Contessa" shoes, valued at from \$500 to \$2,000 a pair, which will net additional attention for the film in a coast-to-coast exhibition tour.

Boepple Sweater is coming aboard the co-op. bandwagon with their "Contessa" sweater, which will be unveiled in a

series of fashion shows and boomed via a full-page color ad in Vogue.

Van Heusen Shirts will boost "The Barefoot Contessa" to the millions of men with a full-page ad in Life featuring co-star Edmond O'Brien. Additional support from Van Heusen will spot window streamers and posters in leading department stores, men's clothing stores, and haberdashery shops.

A national letter-writing contest, which started with the world premiere of "The Barefoot Contessa" at the Capitol, New York, today, will award free round trips to Europe to the winner and a chosen companion. The competition, which is being sponsored by the Italian line, will draw heavy support from travel and tourist agencies.

Another co-op. arrangement capitalizing on the Italian location filming has been set with L.A.I., Italian international airline. The company is erecting big-space window displays at their own offices and travel agencies throughout the country.



In the New York home office, members of the United Artists publicity staff recently assembled a statue of Ava Gardner before launching the life-size likeness on promotional rounds for "The Barefoot Contessa." Flown from Italy in sections, the "Contessa" replica is seen with, standing, left to right, assistant ad-publicity-exploitation director Alfred H. Tamarin; publicity manager Mort Nathanson; national ad-pub-exploitation director Francis M. Winikus; magazine publicity representative Tess Michaels; and news-syndicate publicity representative Charles Handel; and, kneeling, publicist George Nelson; and UA veteran radio-TV publicity representative Nat Rudich.

"Woman's World" In Hosiery Tieup

NEW YORK—"Everything Comes Alive In CinemaScope" is the theme of a massive national promotion-merchandising campaign for 20th-Fox's "Woman's World," set by Glen Raven Hosiery keyed to the October release.

One of the most important tieups of its kind, Glen Raven's large-scale fall advertising, publicity, and exploitation drives will be directly linked to the romantic comedy. A comprehensive program, including advertising in national magazines, local newspapers and local radio, plus storewide promotion in thousands of Glen Raven outlets is planned to achieve a penetration upwards of 35 million persons.

The national magazine schedule lists full-page advertisements in Charm, Glamour, Modern Screen, and 1/3 page insertions in Good Housekeeping and Seventeen. Circulation of these books totals 7,069,964. Readership is estimated at 21,209,892.

Advertising mats have been prepared slanted for local market use; while ten advertisements, five free and five 50-50 cooperative-paid newspaper ads, are being offered for key and small city campaigns.

One-minute radio spot announcements, each emphasizing a particular hosiery style, also are being provided in the massive promotion.

Also a major factor in the pre-release campaign is the title song, recorded by several top artists.

Two MGM "Workshop" Dates

NEW YORK—MGM reported last week lively exhibitor interest in its plan to hold a series of "Ticket-Selling Workshops," two dates having been set within a few hours after publication of the announcement by Charles M. Reagan and Howard Dietz.

According to Mike Simons, director of customer relations, who will conduct the sessions, arrangements are under way for a one-day meeting at Pittsburg, on Oct. 28, and another at Indianapolis, on Nov. 16, the latter in conjunction with the Allied Theatre Owners of Indiana convention.

RKO In Book Tieup

NEW YORK—Window displays built around Robert C. Ruark's book, "Horn Of The Hunter," have been promoted with 111 leading bookstores throughout New York for the world premiere of the writer's RKO release, "African Adventure," which opened at the Normandie yesterday (Sept. 28). Stores participating in the exploitation campaign include eight Doubleday Book Shops and three Brentano outlets. "Horn Of The Hunter," published by Doubleday, is about Ruark's recent safari, of which the Pathecolor film is an authentic account.

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The Editor Speaks

THE HOLLYWOOD REPORTER recently carried an editorial which suggested to the Academy of Motion Picture Arts and Sciences that the best directed low budget feature be awarded an Oscar. The writer, competent Jack Moffitt, put forth many valid reasons, and this department agrees heartily with his logic.



PAUL MANNING

IT RECALLED A DAY some years ago, when we also offered a thought to the Academy. We then proposed that they extend their narrow award limits of honoring only one top actress, one top actor, one top picture, etc., and instead, embrace the best in every different type of picture and performance.

WE SUGGESTED that only a modern Solomon would dare choose between, let us say, Marlon Brando and Donald O'Connor—or Olivia de Havilland and Debbie Reynolds! While one artist lends tremendous power to the drama—the other does equally as well with song, dance, and merry mirth. Each contributes mightily to the wealth and health of our industry and should not be left out in the rain when honors are handed out.

THEREFORE, WE WERE PLEASED and privileged, back some years ago, to have been the only national trade publication to create, via our exhibitor INTERNATIONAL LAUREL AWARDS, individual niches of honor for our rising young stars . . . niches of honor for the antics of the screen clown as well as the tragedian . . . niches of honor for the character actor as well as the star.

WE WILL NOT JUDGE the ruby against the pearl—but rather ruby against ruby and pearl against pearl! This makes sense, and sense will keep show business a business!

STUDIO SURVEY appears every fourth Wednesday as a regular MOTION PICTURE EXHIBITOR department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9075 West Pico Boulevard, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 7, No. 10 September 29, 1954

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

20TH CENTURY-FOX'S

"THE EGYPTIAN"

starring

EDMUND PURDOM, JEAN SIMMONS, VICTOR MATURE,
GENE TIERNEY, MICHAEL WILDING, BELLA DARVI

with

PETER USTINOV, JUDITH EVELYN, HENRY DANIELL, JOHN CARRADINE,
CARL BENTON REID, TOMMY RETTIG, ANTRA STEVENS

Produced by Darryl F. Zanuck. Directed by Michael Curtiz.

Screen Play by Philip Dunne and Casey Robinson from the novel by Mika Waltari.

Music by Alfred Newman and Bernard Herrman.

A CinemaScope production. Color by De Luxe.

PARAMOUNT'S

"WHITE CHRISTMAS"

starring

BING CROSBY, DANNY KAYE, ROSEMARY CLOONEY,
VERA ELLEN, DEAN JAGGER

with

MARY WICKES, JOHN BRASCIA, ANNE WHITFIELD

Produced by Robert Emmett Dolan. Directed by Michael Curtiz.

Written for the screen by Norman Krasna, Norman Panama, and Melvin Frank.

Lyrics and music by Irving Berlin.

A VistaVision production. Color by Technicolor.

WARNERS'

"DRAGNET"

starring

JACK WEBB

with

BEN ALEXANDER, RICHARD BOONE, ANN ROBINSON, STACEY HARRIS,
VIRGINIA GREGG

Produced by Stanley Meyer. Directed by Jack Webb.

Screen play by Richard L. Breen.

Color by WarnerColor.

Fritz Lang Combines Artistry And Boxoffice

Top director, currently filming MGM's "Moonfleet," has some novel ideas on use of CinemaScope, culled from 30 rich years of international moviemaking

DIRECTOR FRITZ LANG has that rare quality which enables him to make motion pictures that combine artistry and box-office success. Too often, one or the other ingredient is lacking in the motion picture industry, but Lang's long string of artistic boxoffice successes attest to his continued superiority.

LANG IS CURRENTLY FILMING one of MGM's most ambitious undertakings to date, "Moonfleet," in CinemaScope and color, and starring one of the hottest male stars in the business, Stewart Granger. This is the director's first attempt with CinemaScope, a distinct challenge which he is meeting with his usual boldness and originality. As an example of his techniques, Lang explained, "CinemaScope normally calls for expanse. Vistas open up and wide areas are encompassed. This we do in 'Moonfleet,' but also, when I want to call the attention of the audience to a specific expression within an overall picture, I let both sides drop away. This is done in some cases by low key lighting on either side of the subject. For example, a very important scene calls for significant action and must be sharply impressed upon the audience. In order to achieve the maximum effect I do not use the entire width of the giant screen but allow the sides to taper off into eventual darkness. In this way, nothing is permitted to distract from the main interest."

ANOTHER CASE in point given us by Lang is his use of an extreme closeup of a love scene which shows huge faces only, allowing the outer screen edges to drop off into nothing. We then asked Fritz Lang what the qualifications are for becoming a director.

LANG RESPONDED, "It is simple. Experience is the answer. From experience one gains appreciation and understanding of human emotions, the effects of sounds and silence, music, architectural backgrounds, decorative values, and pictorial beauty. Experience and study only will give one the understanding of modern psychiatry, the way people think, natural characteristics, and what is meant by escapism in the world today; the forces of good and evil, and to what degree they should be applied to tragedy, romance, suspense, mysticism, and fantasy. A director must be a psychoanalyst, know what makes people tick, and most important, how an audience will accept characterizations and presentations."

THAT THIS DIRECTOR knows whereof he speaks is proven by the many successful and varied motion pictures which he has made during a long and distinguished career. A partial list of his hits includes "M," "Metropolis," "Fury," "Man Hunt," "Western Union," "Woman In The Window," "Scarlet Street," "Clash By Night," and most recently, "The Big Heat," for which he won the MOTION PICTURE EXHIBITOR LAUREL AWARD for being voted by exhibitors in the top 10 directors of the year.

FEW CREATIVE WORKERS have attained the stature in motion pictures achieved by Fritz Lang. Perhaps even fewer have equalled Lang's influence upon the artistic development of the screen. As director and writer, Lang ushered in the "golden era" of the German cinema in the 1920's. A decade later, having left his homeland in defiance of Adolph Hitler's orders, he brought to American picture-making the best of German technique and a creative genius which won enduring recognition.

OVER A PERIOD of 30 years, his work has had an international impact and has directly influenced the growth of the motion picture as a medium of art and entertainment. Lang frequently is paid that highest of professional compliments, being called "a director's director."—P.M.



Fritz Lang, internationally famous director, has been responsible for many of filmdom's top hits and combines artistic success with boxoffice appeal.



Stewart Granger, considered one of Hollywood's hottest male properties, will star in Lang's latest venture, MGM's "Moonfleet," in CinemaScope.

Filmakers Proves It's In Business To Stay

Company, with nine in release and two top productions ready to go, is a leader in the field of independent production and originator of the Exhibitors Guarantee Plan

KNOW-HOW in all three branches of motion pictures, production, distribution, and exhibition, is skillfully blended in the Filmakers operation, making it perhaps the most unique company set-up in the industry today.

BACK IN 1949, when the bogey of television reduced independent production to a nadir and major studios were shuttering their cameras, The Filmakers was born. Collier Young and Ida Lupino were, respectively, the president and vice-president of an infant company whose open secret was that it was light on financing and heavy on courage.

FIVE YEARS LATER, Filmakers is not only still in the independent production field, but probably is the unchallenged leader. Other companies may have talked more, but Filmakers has made more pictures. "Private Hell 36," the current release, is their ninth; the forthcoming "Mad At The World" will be 10th; and "Crashout" will make it 11.

UNLIKE THE EARLIEST Filmakers efforts, which specialized in making stars of unknowns, latest product has added name power. "Private Hell 36," auspiciously introduced as the first independent feature ever booked at the Paramount, New York, co-stars Ida Lupino, Steve Cochran, Howard Duff, Dean Jagger, and Dorothy Malone.

CAST OF "MAD AT THE WORLD" is headed by Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell, Karen Sharpe, and Stanley Clements, while "Crashout," Hal E. Chester production and first outside feature to be handled by Filmakers, has William Bendix, Arthur Kennedy, Gene Evans, Beverly Michaels, Luther Adler, and William Tallman. Previously, "The Bigamist" starred Joan Fontaine, Edmond O'Brien, and Miss Lupino.



On a Hollywood Park racetrack location, Howard Duff, Ida Lupino, and Collier Young, three Filmakers principals, talk over shooting of "Private Hell 36," which recently made its bow.

TALENT-WISE, key figures in the Filmakers production line have been Miss Lupino, dynamic director-writer-composer-actress-singer, and Collier Young, as producer and co-author. Their first two pictures, "Not Wanted," story of unwed mothers, and "The Young Lovers," dealing with polio patients, were made independently; the next five were turned out in production partnership with RKO, "Outrage," "Hard, Fast And Beautiful,"

"On The Loose," "Beware My Lovely," and "The Hitchhiker."

IN 1953, Filmakers, having demonstrated that courage coupled with imagination could be an invaluable asset, took another bold step. As a production company, it dissolved partnership with RKO to become a complete independent again. At the same time, Filmakers Releasing Organization was formed with, as president, Irving H. Levin, 32, who for the previous five years had helped to develop Kranz-Levin Pictures into one of the country's largest independent film exchanges. Harry Mandell, formerly of the Selznick Releasing Organization, was placed in charge of sales.

TWENTY-EIGHT DISTRIBUTORS in as many key cities (and eight special regional sales representatives now being named) were brought together in a new form of distribution called the "Exhibitors Guarantee Plan." The antithesis of the long-familiar block-booking, it allows any exhibitor to bid for a picture during its production.

FILMAKERS HAS CONSISTENTLY made news with its daring treatment of provocative, controversial and hot news themes, and has been singularly successful in choice of potential stars, among them Sally Forrest, Keefe Brasselle, Hugh O'Brian, Eve Miller, Mala Powers, Tod Andrews, and William Tallman.

BESIDES ITS OWN PICTURES, Filmakers is handling release of "Egypt By Three," a trio of vignettes by Victor Stoloff, and "Monte Carlo Baby," with Audrey Hepburn, and is reissuing "Not Wanted." The company has turned out four new pictures this year, is weighing a fifth, and will make six in 1955. With more than 1000 signed up for the exclusive Exhibitors Guarantee Plan, Filmakers is definitely in business—to stay.—P.M.

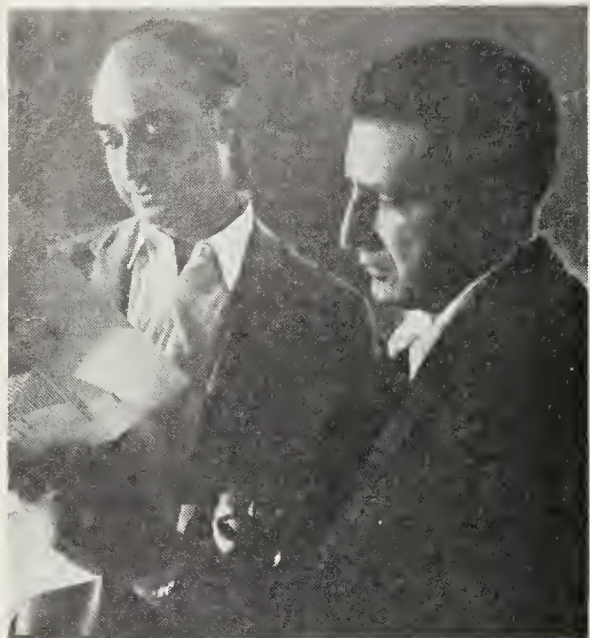


Another recently completed Filmakers release is "Mad At The World," and seen here in a scene from that film are Cathy O'Donnell and Frank Lovejoy, two of the principals in the cast and looking very much mad at each other.



Seen on the set of "Crashout" are, left to right, Irving H. Levin, president, Filmakers Releasing Organization; William Calihan, Jr., production manager; Harry Mandell, sales manager; Hal E. Chester; and William Bendix.

Meet Mel Shavelson and Jack Rose



MEL SHAVELSON AND JACK ROSE

MELVILLE SHAVELSON AND JACK ROSE like to point out that 16 years ago, they started with Bob Hope as radio writers at \$100 per week; today, Rose is producing and Shavelson directing "The Seven Little Foys," starring Hope in a Shavelson-Rose screen play, and they are working for nothing.

IN TIME, "working for nothing" will be somewhat short of the facts. It's true that Shavelson and Rose are taking no salaries for their current assignment, but their recently-incorporated producing company, Scribe Productions, is an equal partner with Paramount and Hope Enterprises on the Foy story, which originated when Hope came to the team, seeking a "different" role for himself.

WHEN THEY SET UP Scribe in July of this year, the pair possessed enviable reputations as writers of money-making films, with an imposing list of credits. Their joint credits are "Sorrowful Jones," "On Moonlight Bay," "I'll See You In My Dreams," "Room For One More," "Trouble Along The Way," which Shavelson also produced, and "Living It Up," which looms as the biggest grosser of the Martin and Lewis features.

ROSE HAD COME from Ohio University, Shavelson from Cornell, when they met in New York City, where Shavelson had been a publicist and "We The People" writer, and Rose a writer for Milton Berle and others. They joined Hope's corps of air scribes, and Shavelson came to Hollywood in 1938, with Rose following two years later. Mel's first screen credit was "Wonder Man," followed by "Kid From Brooklyn," while Jack made his screen-writing bow on "The Road To Rio" and also did "My Favorite Brunette" and "Paleface."

AFTER THE EDDIE FOY STORY, the team will turn its attention to "Kitty Hawk," the story of airplane inventors Wilbur and Orville Wright, to which Scribe owns exclusive rights. As independent producer-director-writers, Rose and Shavelson will emphasize the family and humorous aspects of the Wright brothers, as well as their better-known scientific achievements.—P.M.

GOOD THINGS TO COME FROM HOLLYWOOD...

20th-Fox's "The Egyptian"

Darryl F. Zanuck, seeking fitting properties for the CinemaScope screen, really picked a winner in Mika Waltari's best-selling historical novel, "The Egyptian."

He has followed through with confidence and courage in spending \$5,000,000 for its production, selecting a most exciting and splendid cast, and putting them all under the able supervision of filmdom's top ranking director Michael Curtiz (voted top director in MOTION PICTURE EXHIBITOR LAUREL AWARDS, 1954).

The final product is one of great power, passionate drama, and intense interest. Many scenes are unforgettable in their realism . . . like the scene of the bloody massacre of the sun-worshippers while praying to their Sun God.

Edmund Purdom, portraying "The Egyptian," gives great life and sincere quality to this most difficult role. A further glance at the others in the cast will assure even the most discriminating of the very best in performances—Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi, and Peter Ustinov.

Summing up, this editor is confident that this story of the early stirrings of true Christian religion long before the coming of Jesus Christ, given to us as it is upon the magnificent canvas of CinemaScope, is sure to bring a great deal of pleasure and excitement to those who will see it.

—P. M.



Seen here are two scenes from 20th-Fox's successful CinemaScope spectacle in Color by Deluxe, "The Egyptian," and the personalities who made the screening of Mike Waltari's best seller possible. On the top row is Edmund Purdom, young physician, being assisted by slave Peter Ustinov and Jean Simmons, and Purdom trying to drown Babylonian temptress Bella Darvi. On the bottom, left to right, are producer Darryl F. Zanuck, 20th-Fox vice-president in charge of production, and director Michael Curtiz, winner in the 1954 MOTION PICTURE EXHIBITOR INTERNATIONAL LAUREL AWARDS poll recently.

"Stranger" Launched

HOLLYWOOD—The six stars of "Not As A Stranger" and producer-director Stanley Kramer were hosts to the Hollywood corps last week at a send-off party on the set of the United Artists release which went before the cameras yesterday (Sept. 28).

Olivia DeHavilland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, and Charles Bickford were on hand with Kramer to welcome the Hollywood reporters, columnists, and photographers. An intensive pre-release campaign, featuring promotion of the book, created intense interest in the film, Kramer's first under agreement with UA.

NEWS OF THE

Territory

New York City
Crosstown

The American premiere of IFE's "Bread, Love and Dreams" took place at the Paris. The invitational showing was highlighted by the attendance of the star Gina Lollobrigida, accompanied by her husband, Dr. Mirko Skofic. Following the premiere a select group feted Miss Lollobrigida at a champagne supper on the roof of the Hotel Pierre.

Morton Schwam, 20th-Fox's exploitation department, returned following a 12-week cross country trip with "The Egyptian" mobile studio exhibit. . . . G. Ralph Branton, Allied Artists vice-president, was in for conferences with Steve Broidy, Harold Mirisch, and other company executives.

James L. Fallon, executive producer, Mathlon Productions, Inc., arrived to meet with Bob and Melba Mathias, who are co-starring in Allied Artists' "The Bob Mathias Story." The Mathias' came up from Quantico, Va., where Bob is stationed at the Marine Base, to confer with Fallon.

Sol A. Schwartz, president, and Thomas O'Connor, treasurer and vice-president, RKO Theatres, left for an inspection tour of the company's theatre properties in the middle west and the west coast.

Carroll L. Puciato, president, Carroll Pictures, Inc., arrived after a successful trip to London and Rome.

Donald A. Henderson, treasurer and secretary, 20th-Fox, accompanied by Mrs. Henderson, left for a six-week trip to Europe.

Famed impressario S. Hurok, co-distributor with IFE of the Ferraniacolor opera film, "Aida," returned from Europe with the Americanized version of the film. He is formulating national releas-



William Moclair, managing director, Roxy, New York City, and "Miss CinemaScope," TV model Audrey Simpson, recently cut a special cake marking the first birthday of CinemaScope. The new entertainment medium was first introduced at this theatre, where 20th-Fox's "The Egyptian" is current.

ing plans for the film, which marks the initial motion picture to which he has lent his name in the more than 30 years of presenting outstanding musical productions to the public.

A special letter-writing contest pegged on the question, "Do You Think It's A Woman's World?" has been opened by 20th-Fox in conjunction with the forthcoming Roxy engagement of "Woman's World." Two top prizes will be a Lewyt vacuum cleaner, and a Lucien Piccard woman's wrist watch. Writers of the next 24 best letters will be eligible for other prizes.

D. A. Doran, executive assistant to Don Hartman, Paramount executive producer, left by plane for London, accompanied by Mrs. Doran.

Funeral services were held at Waters Funeral Home for Mrs. Mildred Madden, wife of William Madden, MGM branch manager in Philadelphia. Mrs. Madden died in Boston, Mass., following a 10-day critical illness.

Ligget-Florin assumed buying and booking for the Waverly. . . . Florence Gilbert, assistant booker to Max Fried, was out with a virus infection. . . . The Motion Picture Bookers Club held its first meeting of the season at the Hotel Taft.

Berk and Krungold, theatre realty specialists, announced the consummation of a long term lease on the 2000 seat Palace, Stamford, Conn., to Harry Brandt, president, Brandt Theatres in association with Melvin Miller, prominent Connecticut theatre operator. The lessor is Mrs. Mary C. Vuons, pioneer Stamford theatre operator, who built the house in 1920. This is the third theatre acquisition in Stamford under the Brandt-Miller control.

George Murphy, MGM star, was guest of honor at the luncheon meeting of the Sales Executives Club of New York at the Hotel Roosevelt.

Leon J. Bamberger, sales promotion manager, RKO, became a grandfather for the fourth time when his daughter, Mrs. Sheldon Kaplan, of Minneapolis, gave birth to a son.

New Jersey
Newark

Steve Cochran made a personal appearance at the Stanley, Jersey City, N. J., in conjunction with the showing of his picture, "Private Hell 36."

In connection with the showing of many golf shorts at the Union, Union, N. J., Dan Kenely, golf pro, made a personal appearance from the stage. The Union presented a fall fashion parade in the lobby. Professional models were used in addition to store models who gave free bottles of perfume to the ladies.

In conjunction with the showing of "Living It Up" at the Central, Jersey City, N. J., the theatre staged a jitterbug exhibition by a professional dance team. . . . A treasure tie-up has been arranged by Jack Conhaim, manager, Stanley, wherein keys were given out to patrons. The keys may unlock one of the five treasure chests on display in the lobby. Many beautiful prizes will be given away which will be on display in the lobby.

Many of the Stanley Warner Jersey theatres will have teddy bear kiddie record and pencil box giveaways during October. . . . Mrs. John Tortoriella, formerly of the Stanley Warner contact



Among those seen at the recent midnight preview of Paramount's "White Christmas" in VistaVision at Radio City Music Hall, New York City, were, left to right, Barney Balaban, president, Paramount Pictures; Danny Kaye, star of the film; Russell Downing, president and managing director, Radio City Music Hall; E. K. O'Shea, Paramount distribution vice-president; Carl F. Dudley, of the producing firm bearing his

name; Mrs. A. W. Schwalberg; Schwalberg, president, Paramount Film Distributing Corporation; Harry Brandt, president, Brandt Theatres; Mitchell Benson, N.B.C. executive; and a Loew's Theatres group including Joseph Vogel, president; Eugene Picker, vice-president; Ben Joel, Jr., buyer and booker; and John Murphy, vice-president. The picture has been booked into the Music Hall, where the premiere is set for next month.

department, gave birth to a baby boy. . . . Sympathy is extended to Fred Dressel, manager, Capitol, on the loss of his beloved mother.

Oakhurst

Managers of Walter Reade Theatres in Plainfield, Trenton, Perth Amboy, and Woodbridge, all in New Jersey, were the prize winners in the fifth and final week of the "President's Drive" being conducted by the circuit. Top award for the fifth week went to Ann DeRagon, manager, Paramount, Plainfield, N. J.; second to Michael Dorso, manager, Lawrence Drive-In, Trenton, N. J.; while special awards went to Ted Davidson, city manager for Reade theatres in Perth Amboy, N. J., and to Frank Dean, Woodbridge Drive-In. The circuit will award more than \$4,000 in cash prizes to its managers in this special drive designed to honor Walter Reade, Jr., president. Each week all managers were in direct competition for the best results in the fields of theatre management, advertising, and exploitation and box-office results. Judges, in addition to vice-president Edward Gage, are Jack P. Harris, film buyer; Nick Schermerhorn, general manager; Paul Petersen, assistant general manager; and Al Floerscheimer, advertising director.

New York State Albany

The Grand management maneuvered to soften the blow dealt by fadeout of the picture during most of the Marciano-Charles fightcast, and the ensuing demonstration on the part of dissatisfied \$3.30 seatholders, via an announcement in special newspaper copy on the official films that it was "happy" to bring them to Albany, "in order that fight fans may view what was missed on Friday night due to the TV breakdown." The scene outside the theatre, after a giant tube failed and the fuzzy screen picture disappeared, from the middle of Round 1 to Round 7, probably had never been duplicated in the Grand's 40-year-history. There had been "refund" cries, arguments, and protests during the 20-odd minutes two RCA engineers worked desperately, and with danger to themselves, to replace the tube and get the barrel mechanism functioning again. However, night squad detectives and uniformed policemen kept the noisy disputants under pretty good control. It was on the way out that the audience's displeasure boiled over. They milled and pushed around outside, holding the "spill" in the outer lobby. Paul Wallen, new Grand lessee and former manager, calmly announced refunds would be made. Local ticket purchasers could apply the next day at the boxoffice, and out-of-towners, by mail, giving a return address.

Gene Teper, who holds the valet and checking concession at the Ten Eyck Hotel and who also operates an Albany dry-cleaning plant, visited Film Row to confer with Variety Club Chief Barker Jules Perlmutter about the fall schedule of dinners, meetings, and socials. . . . Marge Doran, Paramount, took a late summer vacation on Long Island.

Detailed measurements of the Palace and Strand for VistaVision were taken

Fabian Honored On "Homecoming"

PATERSON, N. J. — Si Fabian, marking his 40th anniversary in the film industry, will be tendered a dinner here on Oct. 12th, which has been designated as "home-coming day in Paterson," it was learned last week.

To symbolize Fabian's preeminence as one of America's exhibition leaders, his home city will host this dinner at the Alexander Hamilton Hotel.

In addition to many industry leaders, the Governor of New Jersey, the Mayor of Paterson and other civic personalities will be in attendance.

Committee chairman is Jack Stern, with Abe J. Greene, Sam Rosen, and Frank J. Damis, co-chairmen.

by a Paramount traveling unit consisting of Dr. Charles Daily, James Pierson, Gasper Urban, and Gilbert Norton. It was the second recent survey of the first-runs, a preliminary one having been made by Frank LaGrand. One of the things to be determined is what changes might be necessary for VistaVision in either theatre. Daniel R. Houlihan, Paramount branch manager, visited the Palace and Strand with the quartet. Dr. Daily, connected with the company's laboratories, went from here to Buffalo on a survey swing of exchange cities. Pierson, an assistant to Barney Balaban, returned to New York. Urban and Norton proceeded to Boston.

During the vacation of Jack Swartout, Ritz manager, Oscar Perrin came down from the Madison to open the house and to remain at the post until one p.m. Ed Robinson, new assistant manager, was on duty from that hour until closing, with time out for supper. Earle Rooney, assistant, Strand, shuttled to the Ritz while Robinson satisfied the inner man. Swarthout recently returned to the Ritz, thinner but chipper, after a long, serious illness.

Al LaFlamme, Strand manager, is industry chairman for the Albany Community Chest Drive, which formally starts in October, with the high goal of



An added touch of glamour to the international celebration of the first anniversary of CinemaScope was given by Marilyn Monroe, seen cutting a CinemaScope birthday cake during her recent visit to New York City on location for 20th-Fox's "The Seven Year Itch."

\$650,000. Ken Burch, Chamber of Commerce secretary, appointed LaFlamme, who immediately contacted other managers and exchange chiefs. All pledged cooperation. Banker Russell Johnson, campaign chairman, has attended several Variety Club dinners in the past.

A major change moved Richard C. Murphy from the Plaza, Schenectady, to Proctor's Troy as manager. He replaced Larry Cowen, who took an indefinite leave of absence because of poor health. Murphy, one of the best known and best liked Schenectady men, had been in charge of the Plaza since 1946, when he was discharged after amphibious army unit service in the Pacific. Prior to World War II, he managed Proctor's, Schenectady. He had been with the Fabian organization there for almost 20 years. Handsome Murphy is moving to Troy with Mrs. Murphy. Cowen's illness led to the bowout after functioning as managing director since 1946. He, too, was a veteran in his country's service and Fabian. He managed the Grand, Albany, for Fabian in the pre-war period. Succeeding Murphy at the Plaza is Louis Rapp, who had been in charge of the Erie, Schenectady, and who will pinch hit at the Leland and Grand here during the managers' summer vacations. An older brother, Phil, is doubling from the first-run State into the subsequent-run Erie, managing both.

Auburn

Jack Mitchell, Schine's Palace, in starting an art policy at his theatre recently, sold 3,000 heralds to local merchants and sent letters to educators, the University Club, concert groups, Wells College, etc., telling them about the new policy. He spoke personally at Service Clubs, Women's Club, the University Club, etc., in an endeavor to get them to sponsor the Cinema Art series and take some benefits. The curator of the local museum was contacted and is plugging the new policy wholeheartedly. The local newspaper editor, heartily in favor of the policy, has been working closely with the theatre on it with an editorial promised and plenty of copy plugging the art shows. This is also true of the local radio station. In addition, personal talks were made to the faculty and student body at the local college; and exhibits of oil paintings have been set for the lobby, along with an exhibit of Columbia Rope, the Ceramic Club, the Garden Club, the Camera Club, and others. Flowers were promoted from a local florist for use in the lobby. Schine managers in other situations are doing likewise, particularly Paul Johnson, Schine's Rialto, Lockport.

Buffalo

Burglars battered open the office safe in the Elmwood, operated by Albert A. Pierce, Niagara Falls, N. Y., who formerly managed Shea's Bellevue there. The safe contained "three or four days' receipts," said police captain W. H. Schneider. The burglary was discovered by John Gould, aide.

Fire broke out during a matinee in the Dipson Family, Batavia, N. Y., and

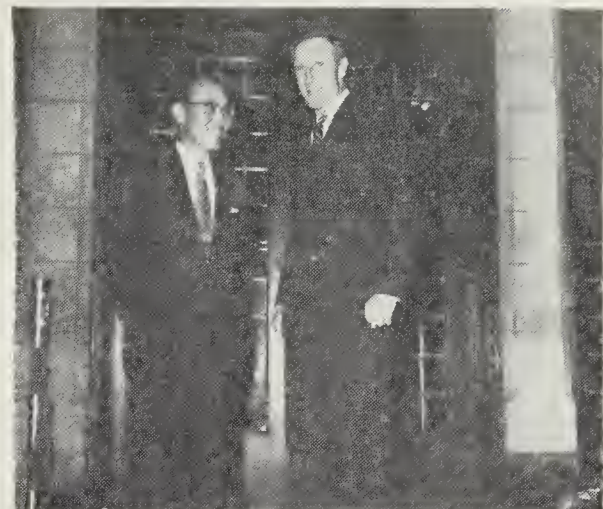
(Continued on page NT-4)



Peggy Burke, stand-in for Gloria Grahame, in New York City recently for advance promotion on U-I's "Naked Alibi," visited Robert K. Shapiro, managing director, Paramount, where the film had its Broadway premiere.



The recent premiere of 20th-Fox's "The Egyptian," Century, Buffalo, N. Y., proved a great success due to the extensive campaign put over by Robert T. Murphy, general manager, and Phil Todaro, publicity manager.



At the recent American premiere of the prize-winning Japanese film, "Ugetsu," Plaza, New York City, were Sadao Iguchi, left, Japanese Ambassador to the U. S., and John D. Rockefeller, III, president, The Japan Society.

EYEING THE

Exchanges

NEW YORK—Jack Bellman, general manager, Favorite, was married at a quiet ceremony to the former Mrs. Daisy Landau. The couple enjoyed a short honeymoon at the Concord Hotel in the Catskills.

UNITED ARTISTS—Apprentice booker Dave Nathan registered at the City College evening division for courses in advertising and publicity. . . . Booker's secretary June Hill, now Mrs. Jackie Rogers, is honeymooning under Floridian sunbeams. . . . Booker Sophie Bochilo reports that son, Murray, passed the patrolman's test in Washington, D. C. and is awaiting appointment. . . . Rachel Yahia, formerly with U-I, joined the staff as contract clerk. She will be spending evenings attending Brooklyn College, where she is specializing in secretarial studies. . . . Rosalind Filler, box-office department, took son, Teddy, to a Dodger game as a present on his birthday. . . . Frances Frank, secretary to the district manager, was on the sick list. . . . Daniel Rosenberg has taken over the cashier spot from Tom McCue, who resigned to join IFE. Rosenberg was formerly with PRC and Eagle Lion, where he served as booker, cashier, and office manager, and also aided in the exploitation campaign for "The Red Shoes." More recently he had been associated with RKO as internal auditor and home office representative. Rosenberg and wife live in the city.

U-I—Print booker Dick Feinstein enjoyed an evening at an upstate night club. . . . Inspectress Florence Knight is back from her vacation with reports that she was pursued by hurricanes at her Cape Cod vacation ground. . . . Meyer Siegel, night film room crew, was in Bellevue Hospital with fractured wrists and ankle after an accident.

BONDED—Aaron Ray, traffic department, is spending his vacation helping to move into his new house in Lindenhurst, N. J. . . . Grace Grossman, bookkeeper, will be visiting Niagara Falls,

Canada, and Cape Cod on her honeymoon this week.

MGM—Biller Sena Siegel resigned. . . . On vacation was Joyce Goldstein, contract department. . . . (Correction: Gladys Brownstein was erroneously described as secretary to the branch manager last week. Her official position is stenographer. Sorry for the slip.)

COLUMBIA—Camille Patti, accounting department, was out with a virus. . . . A triple header of birthday greetings go to Sylvia Needel, executive secretary; Gertie Englander, biller; and salesman Lou Steisel. Another natal day celebration was for Lorraine Staton, former exchangeite, now at the Columbia home office. . . . Tim Sullivan, boxoffice department, was at Coney Island's Mardi Gras. . . . Contract clerk Frances Taylor will be opening her dancing classes shortly.

RKO—Steno Mickey Yavne resigned. . . . It was a vacation for head booker Bill Hartman. . . . Ethel Curtis, box-office department, was ill. . . . Back from a respite was Phil Heydeck, boxoffice department. . . . Boxoffice clerk Bud Giles was visited at the office by his seven-year-old niece, Kathryn. He took her to a Broadway show.



Robert W. Dowling, chairman, premiere committee, CARE sponsored benefit opening of UA's "The Barefoot Contessa," Capitol, New York City, is seen recently with committee members at Toots Shor's Restaurant mapping ticket drive. Shown with Dowling, noted philanthropist and president, City Investing Company, are, left to right, Lena Horne, Nina Foch, Maggie McNellis, Rita Gam, and Eleanor Holm.

WARNERS—Al Rosenberg, contract department was saddened by the death of his father. . . . Booking clerk Ann Chayet was ill. . . . Viola Guillen, contract clerk, is back after six weeks following injuries received in an auto accident. . . . Office manager Calvin Leeder is back from vacation.

PARAMOUNT—Head shipper Al Kubart enjoyed a night on the town in celebration of his birthday. Kubart's son Bruce also marked his third year. . . . Michael Cipnano was temporary shipper, subbing for Louis Fitzer who was out recuperating from a broken leg. . . . Employees were treated to a special screening of "Sabrina" and "White Christmas."

REPUBLIC—Mary Nicolaou, secretary to branch manager, was treated to dinner and a show by her husband in celebration of her birthday. . . . Irene Anastasiou caught the first ballet of the season at City Center. She hopes to be able to take lessons herself. . . . Book-keeping machine operator Rene Goldstein announced her engagement.

20TH-FOX—Booker Bill Tavernise received natal day congrats. . . . Frances Singer, secretary to the district manager, was on the sick list. . . . Booker's secretary Mae Stabile welcomed fiance Anthony Lavarco back from Korea.

RAMBLIN' 'ROUND—Allied Artists' Margo MacGregor was vacationing. . . . Doris Topal, bookkeeper, Favorite, sprained her ankle in a mishap. . . . Jerry Schpiro, Business Education Films, was visited by his two children. . . . Ben Levin, Realart, is spending his vacation at Atlantic City. . . . Realart bookkeeper Frances Kingsley marked her ninth wedding anniversary.

Sid Ross, who operates a premium store, was in Beth Israel Hospital. . . . Dave Burkan resigned from Favorite. . . . Izzy Capsuto, Variety, is spending his vacation in Europe, where he will visit relatives. . . . Cy Lipson, Realart executive, returned from a coast trip. . . . Jim Nicholson, exploitation, Realart, was visiting. . . . Realart Memphis franchise owner Fred Meyers was visiting. . . . Joe Walker, Brandt office, was married

(Continued on next page)

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM

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EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia, 7, Pa.



This display truck recently cruised through Union City, N. J., to herald the opening of the Roosevelt and the Cinema-Scope feature, 20th-Fox's "Demetrius and The Gladiators." Manning Shore is manager.

Buffalo

(Continued from page NT-2)

about 60 persons, mostly children, were ushered quickly from the building by employees. Smoke was pouring from the upper windows of the theatre when firemen arrived. The damage was estimated at about \$10,000. The blaze apparently started in a storeroom near the projection booth and spread to several rows of seats in the balcony and also ate through the roof. William Ireland, projectionist, and Fred Ball, Jr., assistant manager, opened all exit doors after turning on lights and helped the patrons from the theatre. John M. Oberle is manager. He said the 30 year old theatre was damaged so badly that it may be necessary to raze it and rebuild.

Charles B. Taylor, United Paramount Theatres, was appointed chairman for the annual Community Chest drive in western New York. . . . Sydney Samson, former manager, 20th-Fox local exchange, and former general manager in Canada, visited many of his friends along Film Row during his stay. Samson now resides on the west coast. . . . Mary Ryan, office manager, MGM, returned from a vacation spent in Quebec and St. Anne de Beaupre. . . . Ted O'Shea, vice-president, Paramount Distributing Corporation, and Mrs. O'Shea were in Buf-



Richard De Bow, manager, Trans-Lux, New York City, recently had this lobby display centering around a 1904 Franklin promoted from the Carnival of Cars for U-I's "Genevieve." A tie-up was made with a model auto firm, Revell, Inc., who lent 12 vintage models for display purposes. The girls are theatre aides, while the man is Larry Griswold, from the stage show at Radio City Music Hall.

falo for the birth to their daughter, Mrs. Patricia Worthington, of a baby boy.

—NEDRA GRAY

Frankfort

Clarence Dopp will relight the Hollywood next month. He plans to operate it on a three-day weekend schedule. The theatre was closed for the summer. Dopp also conducts the Star, Northville, and Poland, Poland. Both situations present Saturday and evening performances only.

Seneca Falls

Duane Marks, manager, Schine's Strand, set a rental with his local Kiwanis Club on National Kids Day.

Vail Mills

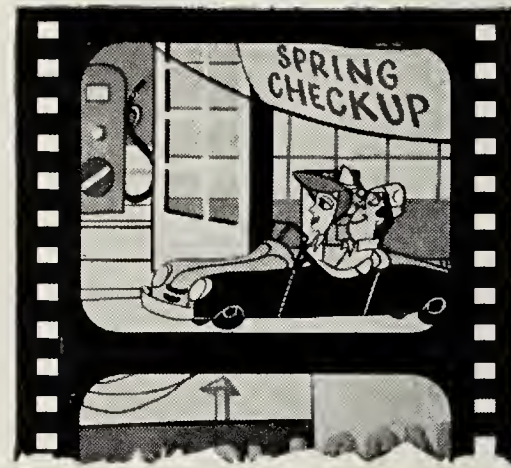
Harry Lamont advertised the special Sunday midnight showing of "Niagara," starring Marilyn Monroe, for the benefit of Will Rogers Memorial Hospital, at Vail Mills Drive-In. Lamont is district outdoor chairman for the Saranac Lake institution.

Eyeing the Exchanges

(Continued from preceding page)

on Sept. 25 to Dorothy Tomko. . . . Marcella Pettrow, secretary to Archie Berish, RKO Theatres was married to James Kampf. The couple is honeymooning at Lake George.

—J. A. D.



At your age!

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer, as presented in our new film "Man Alive!"

You and Ed will learn that cancer, like serious engine trouble, usually gives you a warning and can usually be cured *if treated early*.

For information on where you can see this film, call us or write to "Cancer" in care of your local Post Office.

American Cancer Society



Allied Artists

(Monogram)

(1952-53 releases from 5301;

1953-54 releases from 5401)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- ARROW IN THE DUST**—ACMD—Sterling Hayden, Coleen Gray, Keith Larsen—Fast moving melodrama is packed with selling angles—80m.—see Apr. 7 issue—(Technicolor)—(5404).
- BOWERY BOYS MEET THE MONSTERS, THE**—C—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65½m.—see June 2 issue—(5419).
- DESPERADO, THE**—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- FORTY-NINERS, THE**—W—Wild Bill Elliott, Virginia Grey, Henry Morgan—Standard Elliott—70½m.—see Apr. 21 issue—(5424).
- HUMAN JUNGLE, THE**—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made melier—82m.—see Sept. 22 issue.
- JUNGLE GENTS**—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- RETURN FROM THE SEA**—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- SECURITY RISK**—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- TWO GUNS AND A BADGE**—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Richard Conte, Jean Wallace.
- BLACK PRINCE, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).
- BOB MATHIAS STORY, THE**—Bob Mathias, Melba Mathias, Ward Bond.
- BOWERY TO BAGDAD**—Leo Gorcey, Huntz Hall, Joan Shawlee.
- CRY VENGEANCE**—Richard Conte.
- DANGER POINT**—Mark Stevens, Joan Vohs, Martha Hyer.
- JOHN BROWN'S BODY**—Raymond Massey, Debra Paget, Jeffrey Hunter.
- KILLER LEOPARD**—Johnny Sheffield, Beverly Garland—(5412).
- PORT OF HELL**—Dane Clark, Carole Mathews, Wayne Morris.
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor).
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley.
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England).

Astor

- GIRL ON THE RUN**—see Honky Tonk Burlesque
- HONKY TONK BURLESQUE** (Girl on the Run)—MYMD—Frank Albertson, Richard Coogan, Rosemary Pettit—Mediocre effort for the exploitation houses—62m.—see Mar. 10 issue.
- ROBOT MONSTER**—SFD—George Nader, Claudia Barrett, Selena Rayle—Exploitation entry will serve on the lower half—62m.—see Nov. 18 issue—(3-D and 2-D).
- THREE STOPS TO MURDER**—MYMD—Tom Conway, Mila Parely, Naomi Chance—Import will fit into the lower half—76m.—see Apr. 7 issue—(English-made).

TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barraud, Carmilla Horn—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- BATTLE OF ROGUE RIVER**—OACD—George Montgomery, Richard Denning, Martha Hyer—Suitable for the lower half—71m.—see Mar. 10 issue—(Technicolor)—(637).
- BLACK DAKOTAS, THE**—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).
- BLACK EAGLE, THE STORY OF A HORSE**—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).
- BULLET IS WAITING, A**—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—83m.—see Sept. 8 issue—(Technicolor)—(712).

MOTION PICTURE

EXHIBITOR

SERVICE SECTION

The Check-Up of all features and shorts for an eight-month period

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Vol. 52, No. 22
SECTION 2

SEPTEMBER 29, 1954

CAINE MUTINY, THE—D—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see Sept. 8 issue—(Technicolor)—(701).

CANGACEIRO (The Bandit)—MD—Alberto Ruchel, Marisa Prado, Milton Ribello—For the art houses—92m.—see Sept. 22 issue—Leg.: B—(Brazilian-made)—(English titles).

CORONER CREEK—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).

DRIVE A CROOKED ROAD—MD—Mickey Rooney, Dianne Foster, Kevin McCarthy—Programmer will fit into the duallers—82m.—see Mar. 10 issue—(638).

GUNFIGHTERS—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzl, Basil Sydney—Ladd starter packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B—(710).

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).

IRON GLOVE, THE—MD—Robert Stack, Ursula Thiess, Richard Stapley—Routine action programmer for the lower half—77m.—see Apr. 7 issue—(Technicolor)—(634).

JUNGLE MAN-EATERS—AD—Johnny Weissmuller, Karin Booth, Richard Stapley—Routine series entry—68m.—see Sept. 8 issue—(707).

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).

MAD MAGICIAN, THE—MD—Vincent Price, Mary Murphy, Eva Gabor—Okeh programmer—72m.—see Mar. 24 issue—(3-D—640)—(2-D—657).

MASSACRE CANYON—MD—Phil Carey, Audrey Totter, Douglas Kennedy—Okeh programmer—66m.—see Apr. 21 issue—(635).

MIAMI STORY, THE—MD—Barry Sullivan, Luther Adler, Adele Jergens—Suspenseful program melier—75m.—see Apr. 7 issue—(641).

ON THE WATERFRONT—MD—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged melier rates with the better entries of its type—108m.—see Sept. 8 issue—(702).

OUTLAW STALLION, THE—OD—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).

PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting melier—88m.—see Sept. 8 issue—(704).

SARACEN BLADE, THE—Ricardo Montalban, Betta St. John, Rick Jason—Average programmer for the duallers—76m.—see June 2 issue—Leg.: B—(Technicolor)—(633).

THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).

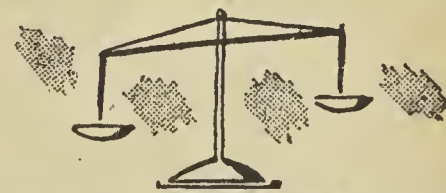
KEY

Leg. Is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	RD—Religious drama
DFAN—Drama fantasy	ROMC—Romantic comedy
DMU—Dramatic musical	ROMCMU—Romantic comedy musical
DOC—Documentary	ROMD—Romantic drama
DOCD—Documentary drama	ROMDMU—Romantic drama with music
DOCMD—Documentary melodrama	SAT—Satire
ED—Educational feature	SFD—Science fiction drama
F—Farce	SCD—Sex comedy drama
FAN—Fantasy	TRAV—Travelogue
FANMU—Fantasy musical	W—Western
FMD—Farce musical	WC—Western comedy
HISD—Historical drama	WCMU—Western comedy musical
MDMU—Melodrama musical	WD—Western drama
MD—Melodrama	WMD—Western melodrama
MUC—Musical comedy	WMDMU—Western melodrama musical
	WMU—Western musical

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is ALL of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

TO BE REVIEWED OR IN PRODUCTION
BLACK KNIGHT, THE—Alan Ladd, Patricia Medina—(Technicolor)—(Made in England)—(719).
CANNIBAL ATTACK—Johnny Weissmuller, Judy Walsh—(718).
DETECTIVE, THE—Alec Guinness, Joan Greenwood, Peter Finch—(English-made).
END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).
FIRE OVER AFRICA—Maureen O'Hara, MacDonald Carey—(Made in England, Spain, and Africa)—(Technicolor)—(716).
I WAS A PRISONER IN KOREA—Robert Francis, Dianne Foster, E. G. Marshall.
JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.
LONG, GRAY LINE, THE—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).
MAN FROM LARAMIE, THE—James Stewart, Aline MacMahon, Donald Crisp—(Technicolor)—(CinemaScope).
MASTERSON OF KANSAS—George Montgomery, Nancy Gates—(Technicolor).
MY SISTER EILEEN—Janet Leigh, Betty Garrett, Aldo Ray—(Technicolor)—(CinemaScope).
PHFFT—Judy Holiday, Jack Lemmon, Jack Carson—(715).
PIRATES OF TRIPOLI—Paul Henreid, Patricia Medina—(Technicolor)—(706).
PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Technicolor)—(Made in England and Germany).
RIOT ON PIER SIX—Arthur Franz, Beverly Garland.
SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).
STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).
TEN WANTED MEN—Randolph Scott, Jocelyn Brando—(Technicolor).
THEY RODE WEST—Robert Francis, Donna Reed—(Technicolor)—(717).
THREE FOR THE SHOW—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).
TIGHT SPOT—Edward G. Robinson, Ginger Rogers, Brian Keith.
VIOLENT MEN, THE—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—(Technicolor)—(CinemaScope).
WOMEN'S PRISON—Ida Lupino, Jan Sterling, Howard Duff.
WYOMING RENEGADES—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

IFE

(All films are Italian-made)

APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosis—Average impart for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).
GIRLS MARKED DANGER—MD—Silvana Pampanini, Eleonora Rossi Drago, Marc Lawrence—Exploitation impart has the angles—70m.—see June 2 issue—Leg.: C—(Dubbed in English).
HELL RAIDERS OF THE DEEP—D—Eleonora Rossi Drago, Pierre Cressoy, Girolamo Manisco—Exploitable impart—93m.—see May 19 Issue—Leg.: B—(Dubbed in English).
MELODY OF LOVE—MUCD—Giacomo Rondinella, Marla Fiore, Nadia Gray—Pleasant fare for the Italian spots—96m.—see May 5 issue—(English titles).
MY HEART SINGS—CMU—Ferruccio Tagliavani, Franca Marzi, Riccardo Billi—Minor comedy for the Italian and art spots—99m.—see Apr. 7 issue—(English titles).
SECRET ASSIGNMENT—MD—Vivi Gioi, Massimo Serato, Carlo Ninchi—Fair spy thriller for the art and Italian spots—116m.—see Apr. 7 issue—(English titles).
SENSUALITA—D—Eleonora Rossi Drago, Amedeo Nazzari, Marcello Mastroianni—Fair import has plenty of exploitation angles—72m.—see May 19 issue—Leg.: C—(Dubbed in English).
TARANTELLA NAPOLETANA—MUC—Clara Bindi, Clara Crispo, Vittorio Crispo—Weak musical for the Italian spots—86m.—see May 19 Issue—(Gaevacolor)—(English titles).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).
AIDA—Sophia Loren, Lois Maxwell, singers and ballet of Rome Opera House—(Ferraniacolor).
CITY STANDS TRIAL—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—10m.—Leg.: B.
HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).
LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.
THEODORA, SLAVE EMPRESS—Ginna Maria Canale, Georges Marchal, Renato Baldini—(Pathe Color)—(Dubbed in English).
TOO YOUNG FOR LOVE—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).
VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).
WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).
BLACK GLOVE, THE—MYMD—Alex Nicol, Eleanor Summerfield, John Salew—Interesting impart for the duallers—84m.—see Mar. 10 issue—(English-made)—(5305).
BLACKOUT—MYMD—Dane Clark, Belinda Lee, Betty Ann Davies—Import is okeh for the lower half—87m.—see Mar. 24 issue—(English-made)—(5309).
FANGS OF THE WILD—MD—Charles Chaplin, Jr., Onslow Stevens, Margia Dean—Routine programmer for the lower half—71m.—see May 19 issue—(5311)—(1.85-1).
HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 Issue—(English-made)—(5310).
MONSTER FROM THE OCEAN FLOOR—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).
PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh impart for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).
RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).
TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).
THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue—(5404).
WE WANT A CHILD—D—Ib Schonberg, Ruth Breinholt, Jorgen Efenberg—Sex drama should have interest for restricted or segregated audiences—76m.—see May 5 issue—Leg.: C—(Swedish-made)—(Dubbed in English)—(5324).

TO BE REVIEWED OR IN PRODUCTION

BLACK PIRATES—Anthony Dexter, Lon Chaney, Robert Clarke—(AnascoColor)—(Made in El Salvador)—(5407).
DEADLY GAME—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—(5402).
GLASS TOMB—John Ireland—(English-made)—(5409).
RACE FOR LIFE, A—Richard Conte, Mari Aidan—(English-made)—(5403).
SIEGE, THE—(Italian-made)—(5323).
SILENT RAIDERS—Richard Bartlett, Earle Lyon, Jeanette Bordeaux—(5404)—65m.
THEY WERE SO YOUNG—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).
UNHOLY FOUR, THE—Paulette Goddard—(5401)—80m.

Metro

(1952-53 releases from 301
1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).
BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue—(Anasco Color)—(CinemaScope)—(502).
FLAME AND THE FLESH—D—Lana Turner, Pier Angeli, Carlos Thompson—Name draw will have to make the difference—104m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in Italy)—(421)—(1.75-1).
GONE WITH THE WIND—D—Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard—Reissue should have wide appeal—222m.—see June 2 issue—(Technicolor)—(430)—(1.75-1)—(SS).
HER TWELVE MEN—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(AnascoColor)—(Print by Technicolor)—(429)—(1.75-1).
JULIUS CAESAR—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).
MEN OF THE FIGHTING LADY—DOCD—Van Johnson, Walter Pidgeon, Louis Calhern—Well-made, all-male war film shapes up as an exploitable opportunity—80m.—see May 19 issue—(Anasco Color)—(Print by Technicolor)—(425)—(1.75-1).
PRISONER OF WAR—D—Donald Reagan, Steve Forrest, Dewey Martin—Grim war tale can stand plenty of selling—81m.—see Apr. 7 Issue—(427)—(1.75-1).
ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—1.75-1).
ROSE MARIE—ROMMDMU—Ann Blyth, Howard Keel, Fernando Lamas—CinemaScope musical drama packs plenty of entertainment—104m.—see Mar. 10 issue—(EastmanColor)—(CinemaScope)—(418).
SEVEN BRIDES FOR SEVEN BROTHERS—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 Issue—(AnascoColor)—(CinemaScope)—(426).

STUDENT PRINCE, THE—MU—Ann Blyth, Edmund Purdom, John Ericson—Names will help entertaining musical—107m.—see June 2 issue—(Anasco Color)—(CinemaScope)—(424).

VALLEY OF THE KINGS—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

TO BE REVIEWED OR IN PRODUCTION

ATHENA—Jane Powell, Debbie Reynolds, Vic Damone—(Eastman Color)—(Print by Technicolor)—(1.75-1).
BAD DAY AT BLACK ROCK—Spencer Tracy, Robert Ryan, Walter Brennan, Anne Francis—(Color).
BEAU BRUMMEL—Stewart Granger, Elizabeth Taylor—(Technicolor)—(Made in England)—(502)—(1.75.1).
CREST OF THE WAVE—Gene Kelly, Jeff Richards—(Made in England)—(1.75-1).
DEEP IN MY HEART—Jose Ferrer, Merle Oberon, Doe Avedon—(Technicolor)—(1.75-1).
GLASS SLIPPER, THE—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color)—(Print by Technicolor).
GREEN FIRE—Stewart Granger, Grace Kelly, Paul Douglas—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(Made in Columbia).
HIT THE DECK—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).
INTERRUPTED MELODY—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).
INVITATION TO THE DANCE—Gene Kelly, Igor Yausekevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).
JUPITER'S DARLING—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).
LAST TIME I SAW PARIS, THE—Elizabeth Taylor, Van Johnson, Donna Reed—(Technicolor)—(1.75-1).
LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor).
MANY RIVERS TO CROSS—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope).
MOONFLEET—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).
PRODIGAL, THE—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(Print by Technicolor)—(CinemaScope).

Paramount

(1952-53 releases from 5200
1953-54 releases from 5300)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1; SS indicates availability of stereophonic sound)

ABOUT MRS. LESLIE—D—Shirley Booth, Robert Ryan, Marjorie Millar—Star draw should make the difference—104m.—see May 5 issue—Leg.: B—(5321).
CASANOVA'S BIG NIGHT—COSF—Bob Hope, Joan Fontaine, Basil Rathbone—Better than average Hope starrer—86m.—see Mar. 10 issue—(Technicolor)—(5316).
ELEPHANT WALK—D—Elizabeth Taylor, Dana Andrews, Peter Finch—Distinguished film deserves plenty of attention—103m.—see Apr. 7 issue—(Technicolor)—(Partly made in Ceylon)—(5317).
GREATEST SHOW ON EARTH, THE—D—Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—Reissue of circus drama has the angles—151m.—see June 2 issue—(Technicolor)—(5325).
KNOCK ON WOOD—F—Danny Kaye, Mai Zetterling, Torin Thatcher—High rating Kaye starrer—103m.—see Apr. 7 issue—(Technicolor)—(SS)—(5319).
LIVING IT UP—MUC—Dean Martin, Jerry Lewis, Janet Leigh—High rating comedy—95m.—see May 5 issue—(Technicolor)—(5320).
REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor)—(5401).
SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).
SECRET OF THE INCAS—MD—Charlton Heston, Robert Young, Nicole Maurey—Interesting adventure programmer—101m.—see June 2 issue—Leg.: B—(Technicolor)—(5318).
WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grasses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor) (VistaVision).

TO BE REVIEWED OR IN PRODUCTION

AIR COMMAND—James Stewart, June Allyson—(Technicolor)—(VistaVision).
BRIDGES AT TOKO—RI—William Holden, Frederic March, Grace Kelly, Mickey Rooney—(Technicolor).
CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor).
COUNTRY GIRL, THE—Bing Crosby, William Holden, Grace Kelly.
EDDIE FOY STORY, THE—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision).
LOVE IS A WEAPON—John Payne, Mary Murphy—(Technicolor)—(VistaVision).
LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision).
MAMBO—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy).

RUN FOR COVER—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision).
3 RING CIRCUS—Dean Martin, Jerry Lewis, Zsa Zsa Gabor—(Technicolor)—(VistaVision).
TO CATCH A THIEF—Gary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France).
TWO CAPTAINS WEST—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision).
TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MaClaine, John Forsythe—(Technicolor)—(VistaVision).
ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe).
WE'RE NO ANGELS—Humphry Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision).

RKO

(1952-53 releases from 301
 1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BADMAN'S TERRITORY—W—Randolph Scott, Ann Richards, George "Gabby" Hayes—Scott name should help reissue—98m.—see May 5 issue—(476).
CARNIVAL STORY—MD—Anne Baxter, Steve Cochran, Lyle Bettger—Colorful meller is packed with selling angles—94m.—see Mar. 24 issue—Leg.: 8—(Agfa Color)—(Print by Technicolor)—(Made in Germany)—(412)—(1.75-1).
DANGEROUS MISSION—MD—Victor Mature, Piper Laurie, Vincent Price—Fair programmer—75m.—see Mar. 10 issue—(Technicolor)—(3-D-410)—(2-D-430)—(1.75-1).
ENCHANTED COTTAGE, THE—D—Robert Young, Dorothy McGuire, Herbert Marshall—Reissue has names to appeal to women—91m.—see Mar. 10 issue—(472).
EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).
GUNGA DIN—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).
HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmaire—Star value will make the difference in general release—111m.—see Sept. 8 issue—(Technicolor)—(551).
LOST PATROL, THE—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).
MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—Names should help reissue—93m.—see Apr. 7 issue—(473).
PETER PAN—CAR—Voices of Bobby Driscoll, Kathryn Beaumont, Hans Conreid—High rating Disney—77m.—see Mar. 10 issue—(Technicolor)—(492).
PINOCCHIO—CAR—Disney cartoon reissue has the angles—87m.—see Mar. 10 issue—(Technicolor)—(493).
SAINT'S GIRL FRIDAY, THE—MD—Louis Hayward, Naomi Chance, Sidney Tafler—Import will fit into the lower half—68m.—see Mar. 24 issue—Leg.: B—(English-made)—(411).
SEA AROUND US, THE—DOC—High rating documentary—61m.—see Mar. 10 issue—(Technicolor)—(403).
SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103 1/2m.—see Sept. 8 issue—(Technicolor)—(572).
SILVER LODE—OMD—John Payne, Elizabeth Scott, Dan Duryea—Standard outdoor show—80m.—see May 19 issue—(Technicolor)—(413).
SINS OF ROME—MD—Ludmilla Tcherina, Massimo Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(414).
SPANISH MAIN, THE—MD—Maureen O'Hara, Paul Henreid, Walter Slezak—Reissue has the names to help 100m.—see May 5 issue—(Technicolor)—(475).
STATION WEST—W—Dick Powell, Jane Greer, Agnes Moorehead—Names should help reissue—92m.—see June 2 issue—(478).
SUSAN SLEPT HERE—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 issue—Leg.: B—(Technicolor)—(501).
TALL IN THE SADDLE—W—John Wayne, Ella Raines, George "Gabby" Hayes—Reissue has Wayne name to help—88m.—see Mar. 10 issue—(471).
THEY WON'T BELIEVE ME—D—Robert Young, Susan Hayward, Jane Greer—Reissue has the names to help 80m.—see Apr. 7 issue—(474).
THING FROM ANOTHER WORLD, THE—SFD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Science fiction reissue offers exploitation possibilities—80m.—see June 2 issue—(477).
WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

AFRICA ADVENTURE—Documentary—(Pathé Color)—(502).
AMERICANO, THE—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(Print by Technicolor).
BIG RAINBOW, THE—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(SuperScope).
CATTLE QUEEN OF MONTANA—Barbara Stanwyck, Ronald Reagan—(Technicolor)—(SuperScope).
CONQUEROR, THE—John Wayne, Susan Hayward—(Color)—(CinemaScope).
GIRL RUSH—Rosalind Russell—(Technicolor)—(VistaVision).

JET PILOT—John Wayne, Janet Leigh, J. C. Filppen—119m.—(Technicolor)—(SuperScope).
PASSION—Cornel Wilde, Yvonne DeCarlo—(Technicolor)—(SuperScope)—(503)—84m.
QUEST FOR THE LOST CITY—Dana and Ginger Lamb—(Eastman Color)—(Made in Guatemala).
SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(SuperScope)—(1.75-1)—90m.
THIS IS MY LOVE—Linda Darnell, Dan Duryea, Faith Domergue—(Pathe Color).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)
 (All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

JOHNNY GUITAR—ODMU—Joan Crawford, Sterling Hayden, Mercedes McCambridge—Crawford draw will be the most important factor in the selling—110m.—see May 5 issue—(Trucolor)—(5307).
LAUGHING ANNE—MD—Wendell Corey, Margaret Lockwood, Forrest Tucker—Interesting melodrama has the angles—90m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in England)—(5305).
MAKE HASTE TO LIVE—D—Dorothy McGuire, Stephen McNally, Mary Murphy—Suspenseful drama has names to help—90m.—see Apr. 7 issue—(5306).
OUTCAST, THE—OD—John Derek, Joan Evons, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Trucolor)—(5308).
PHANTOM STALLION—W—Rex Allen, Slim Pickens, Carla Balenda—Routine series entry—54m.—see Apr. 21 issue—(5331).
ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakenev, William Harrigan, The Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).
SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).
SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue.
TOBOR THE GREAT—SFM—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue—(5309).
UNTAMED HEIRESS—C—Judy Canova, Donald "Red" Barry, George Cleveland—For the lower half—70m.—see May 5 issue—(5325).

TO BE REVIEWED OR IN PRODUCTION

ATOMIC KID, THE—Mickey Rooney, Elaine Davis, Robert Strauss.
CAROLINA CANNONBALL—Judy Canova, Ross Elliott, Andy Clyde.
HELL'S OUTPOST—Rod Cameron, Joan Leslie, John Russell.
TIMBERJACK—Vera Ralston, Sterling Hayden, Hoagy Carmichael—(Trucolor).
TROUBLE IN THE GLEN—Margaret Lockwood, Orson Welles, Forrest Tucker—(Trucolor)—(Made in England).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by Deluxe)—(CinemaScope)—(419).
CRY OF THE CITY—MYMD—Victor Mature, Richard Conte, Shelley Winters—Reissue has names to help—95m.—see Mar. 24 issue—(441).
DEMETRIUS AND THE GLADIATORS—MD—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).
EGYPTIAN, THE—D—Well-made spectacle is headed for the better grosses—Jean Simmons, Victor Mature, Gene Tierney—140m.—see Sept. 8 issue—Leg.: B—(Color by Deluxe)—(CinemaScope)—(420).
GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor)—(417).
GARDEN OF EVIL—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).
GORILLA AT LARGE—MYMD—Cameron Mitchell, Anne Bancroft, Lee J. Cobb—Exploitable programmer—84m.—see May 5 issue—Leg.: B—(Technicolor)—(3-D and 2-D)—(406).
NIGHT PEOPLE—MD—Gregory Peck, Broderick Crawford, Rita Gam—Suspenseful meller has the names to help—93m.—see Mar. 24 issue—(Technicolor)—(Made in Germany)—(CinemaScope)—(407).
ORCHESTRA WIVES—MUCD—Glenn Miller and Orchestra, George Montgomery, Ann Rutherford—Reissue has the names to help—98m.—see May 5 issue—(445).
PRINCE VALIANT—COSMD—James Mason, Janet Leigh, Robert Wagner—Entertaining CinemaScope entry should land in the better money—100m.—see Apr. 7 issue—(Technicolor-Deluxe)—(CinemaScope)—(411).

PRINCESS OF THE NILE—COSMD—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the duallers—71m.—see June 16 issue—(Technicolor)—(414).
RACING BLOOD—ACD—Bill Williams, Jean Porter, Jimmy Boyd—Pleasant racing show for the lower half—76m.—see Mar. 24 issue—(SupercineColor)—(410).
RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).
RIDERS OF THE PURPLE SAGE—W—George Montgomery, Lynne Roberts, Mary Howard—Outdoor reissue may be helped by names—56m.—see Mar. 24 issue—(443).
RIVER OF NO RETURN—QACD—Robert Mitchum, Marilyn Monroe, Rory Calhoun—Name draw will make the difference—91m.—see May 5 issue—Leg.: B—(Technicolor)—(CinemaScope)—(405).
ROCKET MAN, THE—CD—Charles Coburn, Spring Byington, George Winslow—Okeh programmer for the duallers—79m.—see May 5 issue—(412).
ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).
SCUDDA-HOO! SCUDDA-HAY!—D—June Haver, Lon McCallister, Walter Brennan—Reissue has names to help—95m.—see Mar. 24 issue—(440).
SIEGE AT RED RIVER, THE—OD—Van Johnson, Joanne Dru, Richard Boone—Cavalry vs. Indians show should have usual appeal in action spots—86m.—see Apr. 7 issue—(Technicolor)—(404).
STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Reissue has the names to help—91m.—see Mar. 24 issue—(442).
SUN VALLEY SERENADE—MUC—Sonja Henie, John Payne, Glenn Miller—Reissue has the names and angles—86m.—see May 5 issue—(446).
THREE COINS IN THE FOUNTAIN—ROMD—Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara—Good romantic drama—101m.—see May 19 issue—(Made in Italy)—(Color by DeLuxe)—(CinemaScope)—(413).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF HAJJI BABA—John Derek, Elaine Stewart, Amanda Blake—(Color)—(CinemaScope).
BLACK WIDOW—Ginger Rogers, Van Heflin, Gene Tierney—(Color)—(CinemaScope)—(423).
CARMEN JONES—Dorothy Dandridge, Pearl Bailey, Harry Belafonte—(Color)—(CinemaScope)—(422).
DESIREE—Marlon Brando, Jean Simmons, Merle Oberon—(Color)—(CinemaScope).
LIFE IN THE BALANCE—A—Ricardo Montalban, Anne Bancroft—(Made in Mexico).
PRINCE OF PLAYERS—Richard Burton, Maggie McNamara—(Color)—(CinemaScope).
RACERS, THE—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe).
SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).
TALL MEN, THE—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).
THAT LADY—Olivia DeHavilland, Gilbert Roland, Francoise Rosay—(Color)—(CinemaScope)—(Made in England).
THERE'S NO BUSINESS LIKE SHOW BUSINESS—Ethel Merman, Dan Dailey, Marilyn Monroe, Donald O'Connor, Mitzi Gaynor, Johnnie Ray—(Color)—(CinemaScope).
UNTAMED—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope).
WHITE FEATHER—Robert Wagner, Virginia Leith, Dale Robertson—(Color)—(CinemaScope)—(Made in Mexico).
WOMAN'S WORLD—Clifton Webb, Fred MacMurray, June Allyson, Cornel Wilde, Van Heflin, Lauren Bacall—(Technicolor)—(CinemaScope)—(421).

United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

ADVENTURES OF ROBINSON CRUSOE—AD—Don O'Herlihy, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made in Mexico)—(Dancigers-Ehrlich)—(2-1).
APACHE—MD—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).
BEAT THE DEVIL—D—Humphrey Bogart, Jennifer Jones, Gina Lollobrigida—Name draw will have to make the difference—92m.—see Mar. 10 issue—Leg.: B—(Made in Europe)—(Santana-Romulus)—(1.75-1).
BEAUTIES OF THE NIGHT, THE—CDFAN—Gerard Philippe, Martine Carol, Gina Lollobrigida—Amusing import for the art houses—84m.—see Apr. 7 issue—Leg.: B—(French-made)—(English titles)—(Lopert).
CAPTAIN KIDD AND THE SLAVE GIRL—MD—Anthony Dexter, Eva Gabor, Alan Hale, Jr.—For the lower half—83m.—see June 2 issue—Leg.: B—(Color)—(Wisberg-Pollexfen).
CHALLENGE THE WILD—DOC—George and Sheila Graham—For the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).

CHAMPION—MD—Kirk Douglas, Marilyn Maxwell, Arthur Kennedy—Name strength should help reissue—99m.—(see Apr. 21 issue)—(Kramer).
CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).
DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).
DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).
GOLDEN MASK, THE—MD—Van Heflin, Wanda Hendrix, Eric Portman—Interesting import has names to help—87m.—see Mar. 10 issue—(Technicolor)—(English-made)—(Mayflower).
GOG—SFMD—Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—85m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tors)—(1.85-1).
HOBSON'S CHOICE—C—Charles Laughton, John Mills, Brenda de Banzie—Laughton's name should aid in the selling—107m.—see June 2 issue—(English-made)—(London)—(1.85-1).
HOME OF THE BRAVE—D—Douglas Dick, Steve Brodie, Jeff Corey—Reissue may have some appeal on war angles—85m.—see Apr. 21 issue—(Kramer).
JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—(Print by Technicolor)—(Panorama).
KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).
KIDNAPPERS, THE (Little Kidnappers, The)—D—Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank).
LONE GUN, THE—W—George Montgomery, Dorothy Malone, Frank Faylen—Fair western—73m.—see Apr. 7 issue—(Color by Color Corporation)—(Superior)—(1.66-1).
LITTLE KIDNAPPERS, THE—see Kidnappers, The.
LONG WAIT, THE—MYMD—Anthony Quinn, Charles Coburn, Peggie Castle—Interesting meller—93m.—see May 5 issue—Leg.: B—(Saville)—(1.75-1).
MALTA STORY—HISMD—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66-1).
MAN WITH A MILLION—C—Gregory Peck, Jane Griffiths, Ronald Squire—Names should help amusing comedy—90m.—see June 2 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).
QUEEN'S ROYAL TOUR, A—DOC—Record of royal tour is best for the art houses—84m.—see Mar. 24 issue—(Eastman Color)—(English-made)—(Rank)—(1.66-1).
RETURN TO TREASURE ISLAND—AD—Tab Hunter, Dawn Addams, Porter Hall—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).
SCARLET SPEAR, THE—MD—John Bentley, Martha Hyer, Morasi—Programmer will fit into the lower half—78m.—see Mar. 24 issue—(Technicolor)—(Made in Africa)—(Present-Day)—(1.66-1).
SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).
SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).
SOUTHWEST PASSAGE—OD—John Ireland, Joanne Dru, Rod Cameron—Okeh outdoor show—75m.—see Apr. 21 issue—(Pathe Color)—(3-D and 2-D)—(Small)—(1.66-1).
SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).
VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).
WITNESS TO MURDER—MD—Barbara Stanwyck, George Sanders, Gary Merrill—Okeh suspense meller has stars to help—81m.—see Apr. 21 issue—(Erskine)—(1.85-1).
YELLOW TOMAHAWK, THE—MD—Rory Calhoun, Peggie Castle, Noah Beery—Okeh for the duallers—82m.—see May 19 issue—(Color)—(Schenck-Koch)—(1.75-1).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT CONTESSA, THE—Humphrey Bogart, Ava Gardner, Edmond O'Brien—(Technicolor)—(Made in Italy)—(Figaro)—(1.75-1).
BATTLE TAXI—Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur).
BEACHCOMBER, THE—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made).
BLACK TUESDAY—Edward G. Robinson, Jean Parker—(Goldstein).
FIREBIRD, THE—Ellen Rasch, international ballet and opera cast—(Lesser)—(Gevacolor).
GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Color)—(CinemaScope)—(Bassler-Sale).
GOOD DIE YOUNG, THE—Richard Basehart, Gloria Grahame, John Ireland—(Romulus).
GOLDEN MISTRESS, THE—John Agar, Rosemarie Bowe, Abner Biberman—(Technicolor)—(Kay-Rybnick)—(Made in Haiti).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).
LAWLESS RIDER, THE—Johnny Carpenter, Frankie Darro, Douglas Dumbrille—(Carpenter).
MARTY—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).
NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).
NOT AS A STRANGER—Robert Mitchum, Oivla DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).
OPERATION MANHUNT—Harry Townes, Irja Jensen—(Made in Canada)—(Feldkamp).
OTHELLO—Orson Welles, Michael MacLiammoir, Suzanne Cloutier—(Made in Europe)—(Mercury).
PURPLE PLAIN, THE—Gregory Peck, Win Mln Than—(Made in Ceylon)—(Technicolor)—(Bryan).
RING AROUND SATURN—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).
ROMEO AND JULIET—Laurence Harvey, Susan Shentall, Flora Robson—(Technicolor)—(English-made)—(Made in Italy)—(Rank).
STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).
STEEL CAGE, THE—Paul Kelly, Maureen O'Sullivan, Walter Slezak—(Swartz-Dongler).
STORY OF WILLIAM TELL, THE—Errol Flynn, Bruce Cabot, Antonella Laudì—(Pathecolor)—(Made in Europe)—(CinemaScope)—(Mahon).
STRANGER ON HORSEBACK—Joel McCrea, Miroslava—(Color)—(Goldstein).
SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert).
TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).
TWIST OF FATE—Ginger Rogers, Jacques Bergerac—(Made in France and England)—(Setton)—(1.85-1).
VERA CRUZ—Gary Cooper, Burt Lancaster, Denise Darce—(Hecht-Lancaster)—(Made in Mexico)—(Technicolor).
WHITE ORCHID, THE—William Lundigan, Peggie Castle—(Color)—(Le Borg).
YOU KNOW WHAT SAILORS ARE—Akim Tamiroff, Donald Sinden, Sarah Lawson—(Technicolor)—(English-made)—(Rank).

Universal-International

(1952-53 releases from 301;
1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)
ALWAYS A BRIDE—C—Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—83m.—see June 16 issue—(English-made)—(Rank)—(485).
BLACK HORSE CANYON—OD—Joel McCrea, Marl Blanchard, Race Gentry—Good outdoor film—81 1/2m.—see June 2 issue—(Technicolor)—(423)—(2-1).
BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular—432).
DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80 1/2m.—see July 28 issue—(Technicolor)—(430)—(2-1).
DRUMS ACROSS THE RIVER—OD—Audie Murphy, Lisa Gaye, Lyle Bettger—Standard outdoor show—78m.—see May 19 issue—(Technicolor)—(422)—(2-1).
EGG AND I, THE—C—Claudette Colbert, Fred MacMurray, Marjorie Main—Reissue has the names and angles—108m.—see June 2 issue—(426)—(1.85-1).
FIREMAN, SAVE MY CHILD—F—Spike Jones and the City Slickers, Buddy Hackett, Hugh O'Brien, Adele Jergens—Zany novelty has laughs and cornball humor—80m.—see May 5 issue—(421)—(1.85-1).
FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82 1/2m.—see Sept. 22 issue—Leg.: B—(Technicolor).
FRANCIS JOINS THE WACS—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94 1/2m.—see July 14 issue—(427)—(1.85-1).
HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank).
JOHNNY DARK—ACD—Tony Curtis, Piper Laurie, Don Taylor—Names should help standard auto racing film—85m.—see June 2 issue—(Technicolor)—(424)—(2-1).
MA AND PA KETTLE AT HOME—F—Marjorie Main, Percy Kilbride, Alice Kelley—Usual series entry—81m.—see Mar. 10 issue—(418)—(1.85-1).
MAGNIFICENT OBSESSION—ROMD—Jane Wyman, Rock Hudson, Barbara Rush—High rating—108m.—see May 19 issue—(Technicolor)—(428)—(2-1).
NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75-1).
PLAYGIRL—D—Shelly Winters, Barry Sullivan, Colleen Miller—Names should help entertaining programmer—85m.—see Apr. 21 issue—Leg.: B—(420)—(1.85-1).
RAILS INTO LARAMIE—OD—John Payne, Mari Blanchard, Dan Duryea—Fair outdoor drama—81m.—see Mar. 24 issue—(Technicolor)—(419)—(2-1).
TANGANYIKA—ACD—Van Heflin, Ruth Roman, Howard Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).
YANKEE PASHA—COSMD—Jeff Chandler, Rhonda Fleming, Mamie Van Doren—Actionful costume meller is loaded with selling angles—84m.—see Mar. 24 issue—(Technicolor)—(417)—(2-1).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE KEYSTONE COPS—Bud Abbott, Lou Costello, Lynn Bari.
BENGAL BRIGADE—Rock Hudson, Arlene Dahl—(Technicolor)—(501).

CAPTAIN LIGHTFOOT—Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).
CHIEF CRAZY HORSE—Victor Mature, Suzan Ball, John Lund—(Technicolor)—(CinemaScope).
DESTROY—Audie Murphy, Mari Blanchard, Lori Nelson—(Technicolor).
FAR COUNTRY, THE—James Stewart, Ruth Roman, Corinne Calvet—(Technicolor)—(2-1).
FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).
JUSTICE COMES TO TOMAHAWK—Lex Barker, Mara Corday, Stephen McNally—(Color).
LADY GODIVA OF COVENTRY—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).
LOOTERS, THE—Rory Calhoun, Julia Adams, Thomas Gomez.
MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
MAN WITHOUT A STAR—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).
REVENGE OF THE CREATURE—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).
RICOCHET ROMANCE—Marjorie Main, Chill Wills—(1.85-1).
SIGN OF THE PAGAN—Jeff Chandler, Ludmilla Tcherlna, Jack Palance—(Technicolor)—(CinemaScope).
SIX BRIDGES TO CROSS—Tony Curtis, Julia Adams, George Nader.
SMOKE SIGNAL—Dana Andrews, Piper Laurie—(Technicolor).
SO THIS IS PARIS—Tony Curtis, Gene Nelson, Corinne Calvet—(Technicolor).
THIS ISLAND EARTH—Rex Reason, Faith Domergue—(Technicolor)—(2-1).
TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Pathecolor)—(CinemaScope).
WEST OF ZANZIBAR—Anthony Steel, Sheila Sim, Edric Connor—(Technicolor)—(Made in East Africa)—(Rank).
YELLOW MOUNTAIN, THE—Lex Barker, Mala Powers—(Technicolor)—(2-1).

Warners

(1952-53 releases from 201
1953-54 releases from 301)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)
BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85-1).
DIAL M FOR MURDER—MD—Ray Milland, Grace Kelly, Robert Cummings—High rating—105m.—see May 5 issue—(WarnerColor)—(327)—(1.85-1).
DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).
DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).
FORCE OF ARMS—see Girl for Joe, A
GIRL FOR JOE, A (Force of Arms)—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Reissue has the names and angles—100m.—(see May 5 issue)—(325).
GUY WITH A GRIN, A (No Time for Comedy)—CD—James Stewart, Rosalind Russell, Genevieve Tobin—Names should help reissue—93m.—see May 5 issue—(326).
HIGH AND THE MIGHTY, THE—D—John Wayne, Claire Trevor, Laraine Day—High rating—147m.—see June 2 issue—(WarnerColor)—(CinemaScope)—(329).
KING RICHARD AND THE CRUSADERS—COSMD—Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).
LUCKY ME—MU—Doris Day, Robert Cummings, Phil Silvers—Pleasing comedy with music is packed with selling angles—100m.—see Apr. 21 issue—(WarnerColor)—(CinemaScope)—(324).
NO TIME FOR COMEDY—see Guy With a Grin, A
PHANTOM OF THE RUE MORGUE—MYMD—Karl Malden, Claude Dauphin, Patricia Medina—Well-made horror show—84m.—see Mar. 10 issue—(WarnerColor)—(Print by Technicolor)—(3-D-322)—(2-D-348)—(1.85-1).
RIDING SHOTGUN—OD—Randolph Scott, Wayne Morris, Joan Weldon—Okeh outdoor show—75m.—see Mar. 10 issue—(WarnerColor)—(323)—(1.75-1).
RING OF FEAR—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Morian Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).
THEM—SFD—James Whitmore, Edmund Gwenn, Joan Weldon—Good science fiction meller—94m.—see Apr. 21 issue—(328)—(1.85-1).

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Nature documentary—(WarnerColor).
BATTLE CRY—Aldo Ray, James Whitmore, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).
DRUM BEAT—Alan Ladd, Audrey Dalton, Marisa Pavan—(WarnerColor)—(CinemaScope).

EAST OF EDEN—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Torin Thatcher—(WarnerColor)—(CinemaScope)—(Made in Italy).

LAND OF THE PHAROHS—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

MISTER ROBERTS—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

SEA CHASE, THE—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

SILVER CHALICE, THE—Virginia Mayo, Paul Newman, Jack Palance, Pier Angeli—(WarnerColor)—(CinemaScope).

STAR IS BORN, A—Judy Garland, James Mason, Jack Carson—(Technicolor)—(CinemaScope)—182m.

STRANGE LADY IN TOWN—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

TALL MAN RIDING—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

TRACK OF THE CAT—Robert Mitchum, Diana Lynn, Tab Hunter, Teresa Wright—(WarnerColor)—(CinemaScope).

YOUNG AT HEART—Doris Day, Frank Sinatra, Ethel Barrymore—(WarnerColor).

Foreign-Made

(Distributors' addresses will be furnished on request)

ADMIRAL USHAKOV—ACD—I. Perecezev, B. Livanov, O. Zhizneva—Okeh for art and Russian spots—104m.—see Mar. 10 issue—(Russian-made)—(English titles)—(Artkino).

ADVENTURE IN ODESSA—D—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Soviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

ANA-TA-HAN (DEVIL'S PITCHFORK, THE)—AD—Akemi Negishi, Suganuma, Sawamura—Import has plenty of exploitation angles—90m.—see May 19 issue—(Japanese-made)—(English narration)—(Arias).

APRIL 1, 2000—SAT—Hilde Krahl, Joseph Meinrad, Karl Ehmann—Pleasant satire for the art houses—84m.—see Mar. 10 issue—(Austrian-made)—(English titles)—(Lewis).

ASCENT TO HEAVEN—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

ATTACK FROM THE SEA—HISD—I. Pereverzev, G. Yudin, V. Druzhnikov—War film is suitable for the Russian spots—88m.—see May 19 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).

BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue—(Russian-made)—(Artkino).

BAREFOOT BATTALION—D—Maria Costi, Nicos Fermas, Vassilios Frangadakis—Realistic offering may appeal to art or Greek spots—89m.—see June 16 issue—(Greek-made)—(English titles)—(Brandt).

BRIDE WITH A DOWRY—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

CAROLINE CHERIE—CD—Martine Carol, Jacques Dacqmine, Marie Dea—Daring French import has the angles—115m.—see June 16 issue—(Technicolor)—(French-made)—(English titles)—(Davis).

CASPIAN STORY—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian-made)—(Color)—(Artkino).

CONQUEST OF CONSTANTINOPLE, THE—HISD—Nobar Terziyan, Edvare Yeretzyan—Dreary historical spectacle—95m.—see May 5 issue—(Turkish-made)—(English titles)—(Dogu).

COSSACK BEYOND THE DANUBE, A—OPC—I. Patorzhinsky, M. Litvinenko-Bolgemut, E. Chavdar—Routine Russian import—95m.—see Mar. 10 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DEVIL'S PITCHFORK, THE—See ANA-TA-HAN

DIARY OF A COUNTRY PRIEST—D—Claude Laydu, Nicole Maurey, Andre Guibert—Import should appeal to the art houses—95m.—see Apr. 21 issue—(French-made)—(English titles)—(Brandon).

DIRTY HANDS—D—Pierre Brasseur, Daniel Gelin, Monique Artur—Dreary import for the art spots—100m.—see June 16 issue—(French-made)—(English titles)—(MacDonald).

DREAMS OF LOVE—BIDMU—Pierre-Richard Willm, Mila Parelly, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

FLAMENCO—MU—Antonio, Pilar Lopez, Maria Luz—Interesting native dance concert for the art and Spanish spots—77m.—see June 16 issue—(Color)—(Spanish-made)—(English titles)—(Lewis).

FRENCH TOUCH, THE—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

HAPPY CHILDHOOD—DOC—Soviet propaganda entry has limited appeal—38m.—see May 19 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).

INSPECTOR GENERAL, THE—C—Y. Tolubeyev, A. Georgiyevskaya, T. Nasova—Okeh import for the art and Russian spots—128m.—see June 16 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ISN'T LIFE WONDERFUL—see Uncle Willie's Bicycle Shop.

IT HAPPENED IN IRELAND—C—Harry O'Donovan, Paddy More, Harry Jameson—Weak comedy for the Irish spots—68m.—see June 2 issue—(Irish-made)—(Rogers-Unger).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

KETO AND KOTE—CMU—M. Dzhaparidze, V. Kraveishvili, P. Amiranashvili—Mediocre Soviet import—87m.—see Apr. 21 issue—(Russian-made)—(English titles)—(Artkino).

KHAMISHIA—FIVE TALES FROM ISRAEL—COMP—Sharona Aron, Shoshana Ravid, Avraham Tene—Competent Israeli import for the art spots—110m.—see May 19 issue—(Israeli-made)—(English dialogue)—(Israeli-American).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian-made)—(Color)—(English narration)—(Artkino).

LE PLAISIR—COMP—Claude Dauphin, Gaby Morlay, Danielle Darrieux—Satisfactory for the art houses—90m.—see June 2 issue—Leg.: C—(French-made)—(English titles)—(Mayer-Kingsley).

LEO TOLSTOY—DOC—Interesting documentary for the art and Russian houses—43m.—see Apr. 7 issue—(Russian-made)—(English narration)—(Artkino).

LOVERS OF TOLEDO, THE—D—Alida Valli, Pedro Armendariz, Francoise Arnoul—Minor import for the art houses—75m.—see Apr. 21 issue—(French-Italian-made)—(English dialogue)—(Hakim).

MEN ARE CHILDREN TWICE—CDMU—Mervyn Johns, Clifford Evans, Maureen Swanson—Pleasing import for the art spots—74m.—see Apr. 7 issue—(English-made)—(Stratford).

MISTRESS, THE—D—Vera Pashennaya, Mikhail Zharov, N. Shamin—Soviet import is okeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkino).

MOMENT OF TRUTH, THE—D—Michele Morgan, Jean Gabin, Walter Chiari—Names should help at the art houses—87m.—see May 19 issue—(French-made)—(English titles)—(Arlan).

MR. HULOT'S HOLIDAY—C—Jacques Tati, Nathalie Pascoud, Michelle Rolla—Moderate comedy for the art spots—85m.—see June 16 issue—(French-made)—(English dialogue)—(G-B-D International).

ON THE BANKS OF THE VOLGA—DOC—Routine documentary for the Russian spots—39m.—see May 5 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).

PARIS INCIDENT—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

PICKWICK PAPERS, THE—CD—James Hayter, James Donald, Kathleen Harrison—Good for the art and class spots—109m.—see May 5 issue—(English-made)—(Mayer-Kingsley).

QUEEN IN AUSTRALIA, THE—DOC—Satisfactory for the art houses—50m.—see June 16 issue—(Ferranicolor)—(Australian-made)—(Australian News and Information Bureau).

QUEEN'S ROYAL TOUR, THE—DOC—Interesting documentary for the art spots—68 1/2 m.—see Apr. 7 issue—(Eastman Color)—(Print by Technicolor)—(English-made)—(Stratford).

RED INN, THE—CMD—Fernandel, Lud Germain, Francois Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).

RIMSKY-KORSAKOV—BIDMU—Grigori Belov, Nikolai Cherkassov, A. Borisov—Good musical biography for the art and Russian spots—85m.—see Apr. 7 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

SIDE STREET STORY—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SINS OF PARIS—D—Madeleine Lebeau, Henri Vilbert, Yves Furet—Good import for the art and exploitation houses—91m.—see May 5 issue—(French-made)—(English titles)—(Arlan).

SKANDERBEG—HISD—Akaki Khava, Besa Imani, Advie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

SPELL OF IRELAND, THE—TRAV—Okeh for Irish audiences—77m.—see May 19 issue—(Color)—(16mm. only)—(Celtic).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

STRATFORD ADVENTURE, THE—DOC—Alec Guinness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

STREETWALKER, THE—D—Richard Burton, Richard Greene, Kathleen Harrison—Slow moving British import for the art houses—82m.—see Apr. 7 issue—(English-made)—(Brenner).

SUNDERIN (THE STORY OF A SINNER)—D—Hildegard Neff, Gustave Froehlich, Anne Bruck—For the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).

UNCLE WILLIE'S BICYCLE SHOP (Isn't Life Wonderful)—C—Cecil Parker, Eileen Herlie, Donald Wolfitt—Pleasing English import for the art spots—80m.—see May 5 issue—(Technicolor)—(English-made)—(Stratford).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).

Miscellaneous

(Distributors' addresses will be furnished on request)

B GIRL RHAPSODY—BUR—Lily, Frenchy La Von, Leon DeVoe—Strictly for the exploitation spots—76m.—see Mar. 24 issue—(Broadway Roadshows).

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

CITY STORY—RD—Warner Anderson, Ann Doran, June Kenney—Suitable for the religious spots—44m.—see May 5 issue—(Bowers).

DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

EGYPT BY THREE—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmmakers).

FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).

KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Steak thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

LONELY NIGHT, THE—DOC—Marian Seldes, Charles W. Moffett—Well made clinical study for the art houses—68m.—see Apr. 7 issue—(Mayer-Kingsley).

MUSSOLINI AND HIS LAST MISTRESS—DOC—Dated documentary can be exploited—64m.—see Apr. 7 issue—(Union).

OUR BIBLE—HOW IT CAME TO US—DOC—For the religious spots—90m.—see May 19 issue—(American Bible Society).

OUT OF THIS WORLD—TRAV—Interesting color tour of Tibet—75m.—see May 5 issue—(Made in Tibet)—(Color)—(Kupferman).

PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue—(Filmmakers).

SALT OF THE EARTH—D—Rosaura Revueltas, Will Geer, Juan Chacon—Uneven effort may appeal to some art houses—94m.—see Mar. 24 issue—(Independent Productions).

SAVAGE WORLD—TRAV—Good survey of African life and nature—64m.—see June 2 issue—(Made in Africa)—(Baker-Brill).

STORMY, THE THOROUGHbred—DOCD—M. R. Valdez, Robert Skene, George Swinebroad—Featurette is good as an added attraction—45m.—see Mar. 24 issue—(Technicolor)—(Buena Vista-Disney).

UNCONQUERED, THE—DOC—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).

UNCOVER GIRLS—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

VARIETEASE—BUR—Lilli St. Cyr, Cass Franklin, Monica Lone—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WORLD WITHOUT END—DOC—Interesting documentary has limited scope—56 1/2 m.—see May 19 issue—(Made in Mexico and Siam)—(United Nations).

The Shorts Parade

(Ratings: E-Excellent; G-Good; F-Fair; B-Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3833, 3834, 3835 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ALL-STAR (6)					
6411	(Sept. 10)	Oh Say Can You Sue (Clyde)	F	16m.	3622
6412	(Oct. 29)	A-Hunting They Did Go (Quillan-Vernon)	F	16 1/2m	3656
6413	(Nov. 26)	Down the Hatch (Mimmo)	F	17 1/2m.	3673
6414	(Jan. 7)	Doggie in the Bedroom (Quillan-Vernon)	F	16 1/2m.	3706
6415	(May 13)	Tooting Tooters (Clyde)	F	17m.	3773
6416	(June 17)	Two April Fools (Clyde)	F	16 1/2m.	3798
(1954-55) (6)					
7411	(Sept. 30)	The Fire Chaser (Besser)			
ASSORTED FAVORITE REPRINTS (6)					
6421	(Sept. 17)	Wife Decoy (Herbert)	F	17m.	3614
6422	(Oct. 22)	Silly Billy (Burke)	F	18m.	3630
6423	(Dec. 17)	Strife of the Party (Vague)	B	16m.	3645
6424	(Feb. 11)	Oh, Baby! (Herbert)	F	18 1/2m.	3699
6425	(Mar. 11)	Two Nuts in a Rut (Schilling-Lane)	F	18m.	3706
6426	(Apr. 29)	She Snoops to Conquer (Vague)	F	17 1/2m.	3730
(1954-55) (6)					
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)			
COMEDY FAVORITE RE-RELEASES (6)					
6431	(Oct. 15)	Half Shot At Sunrise	F	16m.	3630
6432	(Nov. 12)	Meet Mr. Mischief	G	17 1/2m.	3638
6433	(Jan. 14)	Love at First Fright	F	16m.	3682
6434	(Feb. 25)	Get Along Little Hubby	F	19m.	3722
6435	(Mar. 4)	Slappily Married	F	16 1/2m.	3706
6436	(July 8)	Fiddling Around	G	17 1/2m.	3788
(1954-55) (6)					
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)			
SERIALS (4)					
6120	(Sept. 17)	The Great Adventures of Captain Kidd	G	15ep.	3615
6140	(Dec. 31)	Jungle Raiders (Reissue)	G	15ep.	3645
6160	(Apr. 15)	Gunfighters of the Northwest	F	15ep.	3739
6180	(July 29)	Batman (Reissue)	G	15ep.	3779
THE THREE STOOGES (8)					
6401	(Sept. 3)	Rip, Sew and Stitch	F	17m.	3630
6402	(Oct. 8)	Bubble Trouble	F	16 1/2m.	3630
6403	(Dec. 3)	Goof on the Roof	F	16 1/2m.	3673
6404	(Feb. 4)	Income Tax Sappy	F	16 1/2m.	3706
6405	(Mar. 18)	Spooks (2-D)	G	15 1/2m.	3706
6406	(Apr. 15)	Pardon My Backfire (2-D)	E	16m.	3730
6407	(May 13)	Musty Musketeers	F	16m.	3758
6408	(June 3)	Pals and Gals	G	17m.	3773
(1954-55) (8)					
7401	(Sept. 2)	Knutzy Knights	G	17 1/2m.	3841
7402	(Oct. 7)	Shot In The Frontier			
THE THREE STOOGES (3-D)					
6440	(Aug. 15)	Pardon My Backfire	E	16m.	3614
One Reel					
CANDID MICROPHONES (5)					
6551	(Sept. 10)	No. 1	F	10m.	3631
6552	(Dec. 10)	No. 2	F	9 1/2m.	3676
6553	(Feb. 18)	No. 3	G	10m.	3723
6554	(Mar. 18)	No. 4	F	10m.	3758
6555	(June 24)	No. 5	G	10m.	3806
(1954-55) (Reissues)					
7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
COLOR FAVORITES (15) (Technicolor) (Reissues)					
6601	(Sept. 24)	Carnival Courage	F	7m.	3615
6602	(Oct. 8)	Fiesta Time	G	7 1/2m.	3631
6603	(Nov. 5)	Room and Bored	G	7 1/2m.	3639
6604	(Nov. 26)	A Boy, A Gun And Birds	F	7m.	3639
6605	(Dec. 17)	Skeleton Frolic	F	7m.	3657
6606	(Jan. 7)	Tree For Two	G	7 1/2m.	3683
6607	(Feb. 11)	Way Down Yonder in the Corn	G	7 1/2m.	3683
6608	(Feb. 28)	Dog, Cat, and Canary	F	6m.	3707
6609	(Mar. 31)	The Egg Yegg	F	7 1/2m.	3707
6610	(May 13)	The Way of All Pests	G	7m.	3731
6611	(May 27)	Amoozin But Confoozin	F	8m.	3730

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6612	(June 17)	A Cat, a Mouse, and a Bell	G	7m.	3747
6613	(June 24)	The Disillusioned Bluebird	B	7m.	3750
6614	(July 8)	Mr. Moocher	F	7m.	3783
6615	(July 22)	The Herring Murder Mystery	F	7m.	3783
(1954-55)					
7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again			
MR. MAGOO (3) (Technicolor)					
6701	(Nov. 19)	Magoo Slept Here	G	7m.	3657
6702	(Mar. 11)	Magoo Goes Skiing	G	7m.	3722
6703	(July 22)	Kangaroo Courting	G	7m.	3798
(1954-55) MUSICAL SPECIAL (1)					
7999	(Sept. 2)	Autumn in Rome	G	8m.	3843
SCREEN SNAPSHOTS (10) (Series 33)					
6851	(Sept. 17)	Hollywood Stuntmen	G	10 1/2m.	3631
6852	(Oct. 22)	Hollywood Laugh Parade	G	10m.	3657
6853	(Nov. 19)	Men of the West	G	10m.	3676
6854	(Dec. 24)	Hollywood's Great Entertainers	F	10 1/2m.	3707
6855	(Jan. 2)	Memories in Uniform	F	10 1/2m.	3715
6856	(Feb. 25)	Hollywood Stars to Remember	G	10m.	3720
6857	(Mar. 25)	Hollywood Goes to Mexico	F	10 1/2m.	3723
6858	(May 6)	Hula From Hollywood	F	10m.	3758
6859	(June 10)	Hollywood's Invisible Man	F	9m.	3843
6860	(July 15)	Hollywood Grows Up	G	10 1/2m.	3843
(1954-55) (10)					
7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade			
THRILLS OF MUSIC (6) (Reissues)					
6951	(Sept. 24)	George Towne and Orch.	F	10m.	3616
6952	(Nov. 26)	Boyd Raeburn and Orch.	G	10m.	3639
6953	(Dec. 24)	Claude Thornhill and Orch.	G	10m.	3646
6954	(Feb. 4)	Machito and Orch.	G	10m.	3699
6955	(Apr. 1)	Charlie Barnet and Orch.	G	10 1/2m.	3731
6956	(June 3)	Skitch Henderson and Orch.	G	10m.	3767
(1954-55) (4)					
7951	(Sept. 9)	Ted Weems and Drch.	G	10m.	3843
TOPNOTCHERS (2)					
6901	(Apr. 15)	Canine Crimebusters	G	10m.	3758
6902	May 27	Push Back the Edge	G	10m.	3774
UPA ASSORTED CARTOONS (4) (Technicolor)					
6501	(Jan. 14)	Bringing Up Mother	E	7m.	3707
6502	(Feb. 11)	Ballet-Oop	E	7 1/2m.	3706
6503	(Apr. 8)	The Man on the Flying Trapeze	G	7m.	3758
6504	(June 17)	Fudget's Budget	E	7m.	3773
(1954-55) (4)					
7501	(Sept. 9)	How Now Boing Boing	E	7 1/2m.	3842
UPA CARTOON SPECIAL (2)					
6509	(Sept. 24)	A Unicorn In The Garden	E	7m.	3631
6510	(Dec. 17)	The Tell Tale Heart	E	8m.	3631
WORLD OF SPORTS (10)					
6801	(Sept. 24)	Assault and Mat-tery	F	10m.	3631
6802	(Oct. 15)	Hockey Thrills And Spills	F	9 1/2m.	3657
6803	(Nov. 12)	Snow Speedsters	F	10 1/2m.	3683
6804	(Dec. 17)	Battling Big Fish	F	11m.	3707
6805	(Feb. 18)	Gauchos Down Uruguay Way	G	10m.	3723
6806	(Mar. 25)	Tee Magic	G	10m.	3723
6807	(Apr. 22)	Racquet Wizards	F	9m.	3758
6808	(May 20)	World Soccer Champions	F	10m.	3774
6809	(June 24)	Diving Cavalcade	F	9m.	3806
6810	(July 29)	Target Tricksters	G	9m.	3844
(1954-55) (10)					
7801	(Sept. 16)	Argentine Athletes			

MGM

One Reel
CARTOONS (16)
(Technicolor)
(T-J-Tom and Jerry)

W-531	(Sept. 5)	Just Ducky (T-J)	F	7m.	3615
W-532	(Sept. 26)	Half Pint Palomino (BB)	G	7m.	3639
W-533	(Oct. 17)	Two Little Indians (T-J)	G	7m.	3623
W-534	(Nov. 21)	Life With Tom (T-J)	G	8m.	3639
W-535	(Dec. 26)	The Three Little Pups	E	7m.	3646
W-536	(Jan. 23)	Puppy Tale (T-J)	G	7m.	3657
W-537	(Jan. 30)	Posse Cat (T-J)	F	7m.	3691
W-538	(Feb. 20)	Drag-A-Long Droopy	G	8m.	3682
W-539	(Mar. 20)	The Impossible Possum	F	7m.	3707
W-540	(Apr. 17)	Hic-Cup Pup (T-J)	F	6m.	3730
W-541	(May 8)	Billy Boy	E	6m.	3739
W-542	(May 29)	Little School Mouse (T-J)	F	7m.	3750
W-543	(June 19)	Sleepytime Squirrel	F	7m.	3798
W-544	(July 10)	Homesteader Droopy	G	7m.	3758

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W-545	(July 31)	Bird-Brain Bird Dog	F	7m.	3798
W-546	(Aug. 14)	Baby Butch (T-J)	F	7m.	3798
(1954-55) (16)					
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mause (T-J)	G	7m.	3831
W638	(Nov. 6)	The Flea Circus	G	7m.	3842

CINEMASCOPE MUSICALS (5) (Technicolor)

K-571	(Jan. 15)	Overture to the Merry Wives of Windsor	G	8 1/2m.	3673
K-572	(Mar. 19)	Poet and Peasant	G	9m.	3715
K-573	(June 25)	The Jubilee Overture	E	9 1/2m.	3767
K-574	(Sept. 1)	The Thieving Magpie	G	9m.	3806
(.....)		The Strauss Fantasy	G	9m.	3831

FITZPATRICK TRAVELTALKS (8) (Technicolor)

T-511	(Oct. 17)	Seeing Spain	G	8m.	3640
T-512	(Nov. 28)	In The Valley Of The Rhine	G	9m.	3667
T-513	(Dec. 26)	Looking at Lisbon	F	9m.	3683
T-514	(Feb. 13)	Glimpses of Western Germany	F	9m.	3715

(1954-55) (6) (Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8 1/2m.	3844
(.....)		Picturesque Patzcuaro			
(.....)		Glazier Park and Waterton Lakes			
(.....)		Mexican Police on Parade			
(.....)		Mighty Niagara			

GOLD MEDAL REPRINT CARTOONS (8)

W-561	(Oct. 3)	Swing Shift Cinderella	G	8m.	3616
W-562	(Nov. 7)	Springtime for Thomas (T-J)	G	8m.	3622
W-563	(Dec. 5)	The Bear That Couldn't Sleep	G	9m.	3631
W-564	(Dec. 19)	Northwest Hounded Police	G	8m.	3666
W-565	(Jan. 9)	Milky Waif (T-J)	G	7m.	3646
W-566	(Feb. 6)	Uncle Tom's Cabana	G	8m.	3683
W-567	(Mar. 6)	Trap Happy (T-J)	G	7m.	3699
W-568	(Apr. 3)	Solid Serenade (T-J)	F	7m.	3707

(1954-55) (8)

W-661	(Oct. 30)	Cat Fishin' (T-J)	F	7m.	3842
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MUSICAL SPECIAL (1)

		Capriccio Italien	G	10m.	3543
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PETE SMITH SPECIALTIES (10)

S-551	(Sept. 12)	It Would Serve 'Em Right	G	10m.	3623
S-552	(Oct. 10)	This Is 'A Living?	G	9m.	3623
S-553	(Nov. 7)	Landlording It	G	9m.	3623
S-554	(Dec. 5)	Things We Can Do Without	G	9m.	3639
S-555	(Jan. 2)	Film Antics	G	8m.	3623
S-556	(Feb. 6)	Ain't It Aggravatin'	G	8m.	3657
S-557	(Mar. 13)	Fish Tales (Technicolor)	G	8m.	3715
S-558	(Apr. 10)	Do Someone a Favor	F	8 1/2m.	3707
S-559	(May 8)	Out For Fun	G	10m.	3715
S-560	(June 12)	Safe At Home	G	8m.	3799

(1954-55) (10)

		The Camera Caught It	F	9m.	3843
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Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: WALTER LANTZ CARTUNES (13) (Technicolor).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: WOODY WOODPECKER REISSUES (6) (Technicolor).

Warners

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: Three Reel SPECIAL (Oct.) Black Fury (WarnerColor)..E 32m. 3622

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: Two Reel VISTARAMA SPECIALS (WarnerColor) Valley of the SunF 17m. 3788

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: SPECIALS (12) (Technicolor).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (1954-55) (12).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: CLASSICS OF THE SCREEN (6).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (1954-55) (6).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (1954-55) (13).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: BUGS BUNNY SPECIALS (8) (Technicolor).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (3-D) Lumber Jack-RabbitF 7m. 3622

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (1954-55) (8) Lumber Jack-RabbitCINEMASCOPE SPECIALS (WarnerColor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (.....) Coney Island Holiday.....G 8m. 3739

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: COLOR SPECIALS Aloha Nui (Vistarama)E 12m. 3624

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: JOE McDOAKES COMEDIES (6).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (1954-55) (6) So You're Taking In A Roomer

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: MELODY MASTER BANDS REISSUES (6).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: MERRIE MELODIES (22) (Technicolor).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (1954-55) (22).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: THE SPORTS PARADE (10) (Technicolor).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (1954-55) (10).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: VITAPHONE VARIETIES (7).

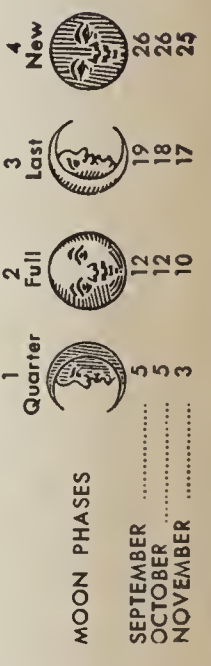
Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: (1954-55) (7).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: MISCELLANEOUS.

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUGUST Security Risk J. Ireland, D. Malone Killer Leopard J. Sheffield, B. Garland	AUGUST Coroner Creek Gunfighters (Reissues) Pushover F. MacMurray, P. Carey, K. Novak The Law vs. Billy the Kid S. Brady B. St. John (Technicolor)	AUGUST Thunder Pass D. Clark, D. Patrick, A. Devine	AUGUST Her Twelve Men G. Garson, R. Ryan, (Anscocolor) (Print by Technicolor) Seven Brides For Seven Brothers H. Keel, J. Powell (Cinemascope) (Anscocolor)	AUGUST About Mrs. Leslie S. Booth, R. Ryan, M. Millar Living It Up D. Martin, J. Lewis, J. Leigh (Technicolor) Rear Window J. Stewart, G. Kelly, W. Corey (Technicolor)	AUGUST Broken Lance S. Tracy, R. Widmark, K. Jurado, R. Wagner, J. Peters (Cinemascope) (Color by DeLuxe) The Raid V. Heflin, A. Bancroft (Technicolor)	AUGUST Make Haste To Live D. McGuire, S. McNally, M. Murphy	AUGUST Crossed Swords E. Flynn, G. Lollbrigida (Potheocolor) (Mohon-Vassarotti) Down Three Dark Streets B. Crawford, R. Roman (Gardner-Levy) The Diamond Wizard D. O'Keefe, M. Sheridan (Pallos) (English-made) Malto Story A. Guinness, J. Hawkins (De Sarigny) (English-made) Victory at Sea (NBC Film Division) (Documentary)	AUGUST Magnificent Obsession J. Wyman, R. Hudson, B. Rush (Technicolor) Francis Joins The WACS D. O'Connor, J. Adams C. Wills	AUGUST Duel In The Jungle D. Andrews, J. Crain, D. Farrar (Technicolor) (Made in South Africa and England) King Richard And The Crusaders R. Harrison, V. Mayo, L. Harvey, G. Sanders (WarnerColor) (Cinemascope)	
SEPTEMBER Jungle Gents L. Garcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland The Human Jungle G. Merrill, J. Sterling	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technicolor) The Block Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technicolor) Human Desire G. Ford, G. Grahame, B. Crawford	SEPTEMBER Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	SEPTEMBER Betroyed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe)	SEPTEMBER Sabrina A. Hepburn, H. Bogart, W. Holden	SEPTEMBER Every Girl Should Be Married The Window (Reissues) Africa Adventure R. C. Rurak Documentary (Color)	SEPTEMBER Tabor, The Great C. Drake, K. Booth	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Color by DeLuxe) (Cinemascope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Bassler) Khyber Patrol R. Eagan, D. Addams, (Color) (World) The Golden Mistress J. Agar, R. Bowe (Technicolor) (Kay-Rybick) Jesse James' Women P. Castle, J. Beutel, D. Barry (Technicolor) (Panorama)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technicolor) The Black Shield Of Folworth T. Curtis, J. Leigh (Technicolor) (Cinemascope) High And Dry P. Douglas, A. Mackenzie (English-made) (Rank)	SEPTEMBER Drognet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Darr, M. Windsor (WarnerColor)
OCTOBER Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (Made in England) Danger Point M. Stevens, J. Vohs, M. Hyer Target Earth R. Denning, V. Grey, K. Crowley	OCTOBER On The Waterfront M. Brando, K. Molden, E. M. Saint Three Hours To Kill D. Andrews, D. Reed (Technicolor) Miss Grant Tokes Richmond (Reissue)	OCTOBER Deadly Game L. Bridges, F. Currie, S. Silva (English-made) The Unholy Four P. Goddard	OCTOBER Rogue Cop R. Taylor, J. Leigh, G. Roff Beou Brummel S. Granger, E. Taylor (Technicolor) (Made in England) A Woman's Face Dr. Jekyll and Mr. Hyde (Reissues)	OCTOBER She Wore A Yellow Ribbon (Reissue) Passion C. Wilde, Y. DeCarlo (Technicolor) This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color)	OCTOBER The Outcast J. Derek, J. Davis, J. Davis (Trucolor) Roogie's Bump R. Marriot, Brooklyn Dodgers	OCTOBER Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (Cinemascope) Adventures Of Haji Boba J. Derek, E. Stewart, A. Blake (Color) (Cinemascope) A Woman's World C. Webb, F. MacMurray, J. Allyson (Color by DeLuxe) (Cinemascope)	OCTOBER The Borefoot Contessa H. Bogart, A. Gardner, (Technicolor) (Figaro) Sitting Bull D. Robertson, M. Murphy, J. C. Naish (Cinemascope) (Color) (Rank) The Little Kidnappers D. Macrae, J. Anderson (English-made) (Rank) Operation Manhunt H. Townes, J. Aubuchon (Made in Canada) (Feldkamp)	OCTOBER Naked Alibi G. Grahame, S. Hayden, G. Barry West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	OCTOBER A Star Is Born J. Garland, J. Mason, J. Carson (Technicolor) (Cinemascope)	

At the request of a midwestern drive-in owner, MOTION PICTURE EXHIBITOR is adding information concerning phases of the moon to its list of services. Drive-in operators should find it advantageous to book color films during a full moon. The accompanying chart applies to the central time zone, with slight adjustments necessary for east and west.



OBSERVATIONS
Oct. 7—Yom Kippur
Oct. 12—Columbus Day
Oct. 31—Hallowe'en

THE DATES ARE POURING IN FOR

COLUMBIA PICTURES presents A WARWICK PRODUCTION

ALAN LADD

The Black Knight

co-starring

PATRICIA MEDINA with PETER CUSHING • ANDRE MORELL • HARRY ANDREWS

Color by **Technicolor**

Story and Screen Play by ALEC COPPEL • Produced by IRVING ALLEN
and ALBERT R. BROCCOLI • Directed by TAY GARNETT



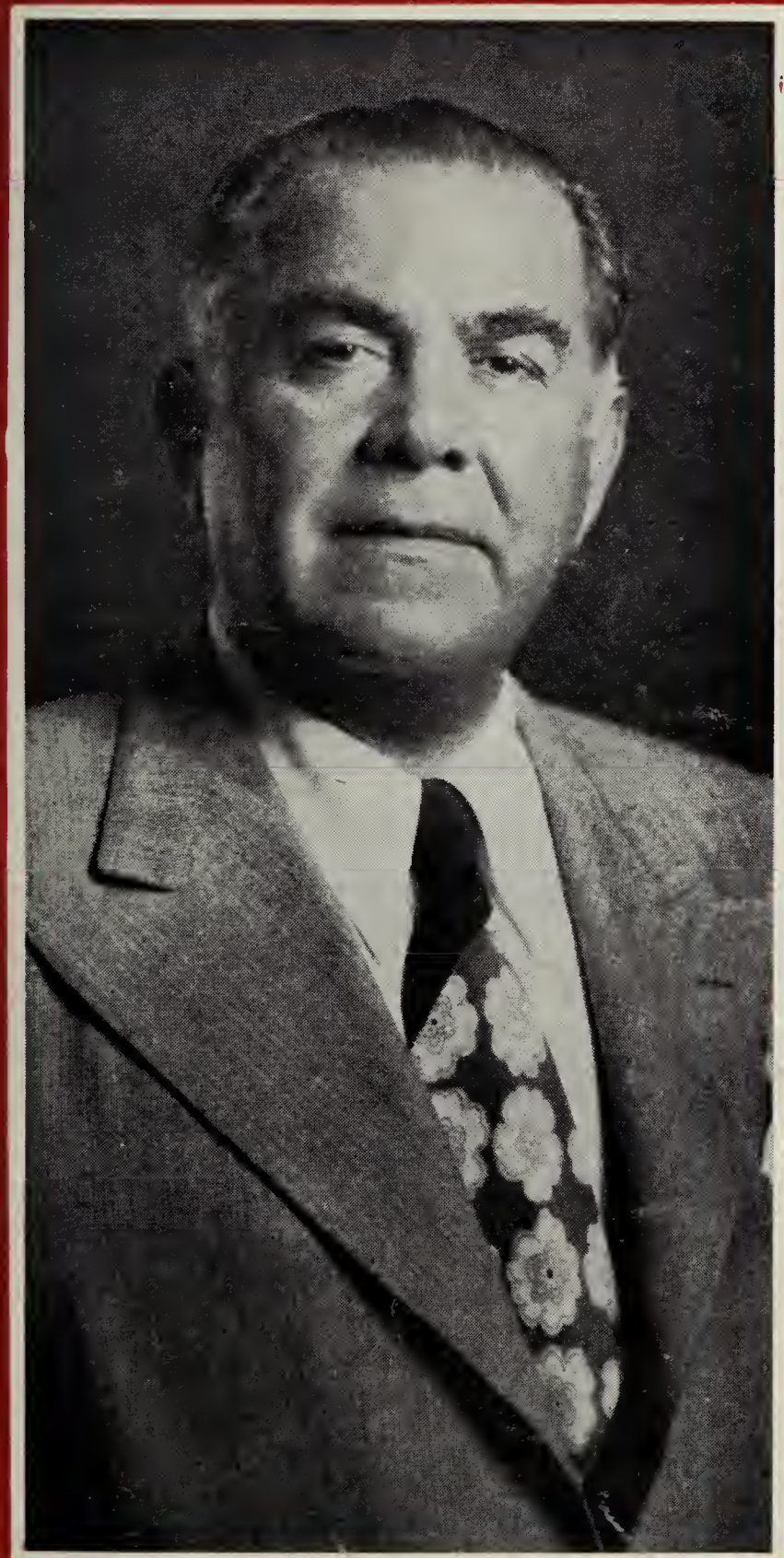
COLUMBIA'S RECORD BREAKING COAST-TO- COAST BOOKING STARTS NOVEMBER 10TH

BE IN ON IT!

11545
MOTION PICTURE

EXHIBITOR

OCTOBER 6, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



N. Y. Tax Law Ruled Valid

(page 7)

VCI's McCraw Becomes Judge

(page 12)

AND FEATURING: THE SERVICESECTION

← Charles Skouras, president, National Theatres, at a special press conference in New York last week, announced that government approval was being sought for the circuit to enter the production field.

**PREVIEWED IN
CALIFORNIA
RATING: "A-PLUS"**

Look no further for your
THANKSGIVING ATTRACTION!
M-G-M has it!

"THE LAST TIME I SAW PARIS"

(Technicolor)

For your best holiday time M-G-M has a picture that will pack your house. The Preview was electric with interest and enjoyment. This is a real love story, heart-stabbing and compelling, based on F. Scott Fitzgerald's daring novel of a fleeting but passionate kiss in Paris' V-E Day celebration that led to a mad courtship and a life of romantic adventure. Tears, laughter, powerful devotions intermingle in a screen masterpiece filmed in magnificent Technicolor in real Parisian locations.



"... a fleeting but
passionate kiss ..."

M-G-M presents • Color by Technicolor • "THE LAST TIME I SAW PARIS" starring ELIZABETH TAYLOR • VAN JOHNSON • WALTER PIDGEON • DONNA REE with Eva Gabor • Kurt Kasznar
Screen Play by Julius J. & Philip G. Epstein and Richard Brooks
Based on a Story by F. Scott Fitzgerald • Directed by Richard Brooks • Produced by Jack Cummings

★
(AVAILABLE IN PERSPECTIVE
STEREOPHONIC OR
ONE-CHANNEL SOUND)

Tell your M-G-M Branch:
"I want this great musical for
CHRISTMAS - NEW YEARS!"

"DEEP IN MY HEART"

(Color)

The audience cards were 100% enthusiastic! Not one dissenting voice. No wonder. M-G-M follows "Seven Brides" and "Brigadoon" with its best yet. The life and songs of famed Sigmund Romberg told in "The Musical With A Heart." 22 song hits from 11 Romberg operettas with the most imposing cast of entertainers ever. There's a love story, there's warmth, there's happiness, there's humanity! You cannot imagine an entertainment so perfectly suited in every way for the golden opportunity of the happy holidays, Christmas—New Years!

(Issue of Aug. 20th)



"The greatest array
of musical talent
in all picturedom."

"... Hollywood Reporter
describes the preview of
'Deep In My Heart!'"

M-G-M presents • Based on the
Life and the Melodies of Sigmund
Romberg • "DEEP IN MY HEART"
starring JOSE FERRER • MERLE
OBERON • HELMUTH
TRAUBEL • with Doree
Tamara Toumanova • Paul Stewart
Isobel Elsom • William O'Connell
James Mitchell • and Guest Stars
WALTER PIDGEON • PAUL
HENREID • ROSEMARY CLOON
GENE & FRED KELLY • JAMES
POWELL • VIC DAMONE • AL
MILLER • CYD CHARIS •
HOWARD KEEL • TONY MARTIN
Screen Play by Leonard Spigelgord
From the Book by Elliott Arnold
Photographed in Eastman Color
Print by Technicolor • Directed
Stanley Donen • Produced
Roger Edens

★
(AVAILABLE IN PERSPECTIVE
STEREOPHONIC OR
ONE-CHANNEL SOUND)

EXHIBITOR



OCTOBER 6, 1954

VOLUME 52 NUMBER 23

THE PENNSYLVANIA DECISION

THE SITUATION which arose in Pennsylvania which saw a Philadelphia County Common Pleas Court judging state censorship of films as unconstitutional was not only unexpected, but it also brought to light a situation in which, contrary to procedure in other states, neither the MPAA or exhibitors had gone to bat against the censors.

The court held the censorship statute invalid because it offends against the federal constitution as construed by the U. S. Supreme Court in its late decisions. However, the Philadelphia County court declared that its decision does not necessarily mean that the Commonwealth of Pennsylvania cannot hereafter censor motion pictures under a statute clearly drawn, designed, and applied to prevent the showing of films that are obscene, indecent, or tend to provoke breaches of the peace.

The court also pointed out that its decision does not "deprive the community of all power to control motion picture exhibitors. The police power is broad in scope, and we believe that it may be invoked to put an end to the exposure of films that upon exhibition are proved to be clearly indecent, obscene, or such as tend to provoke rioting, etc."

Although the decision has been appealed, one would gather that censorship of a certain nature will be invoked in the state if the appeal came to naught.

The relationship between the Pennsylvania State Board of Censors and distributors and exhibitors in the state has generally been a friendly one, and until an independent producer attacked censorship there had been no tendency on the part of the same industry to do away with the censorship machinery.

Whatever the outcome, it is clear that censorship, as it exists anywhere, must be affected by U. S. Supreme Court decisions.

ON TRADE SCREENINGS

THE DECISION OF MGM to eliminate regular scheduled projection room trade screenings marks the last major distributor to abandon the practice which was at one time legally required under the original government decree. It hardly comes as a surprise, for it has been known for a long time that attendance at such screenings was not worth the effort and expense. Whatever the reason—time, expense, distance, or lethargy—theatremen just didn't show up.

This doesn't mean, however, that theatremen will be deprived of viewing films if they wish to. In bidding

situations, particularly, such viewings seem necessary. However, most theatremen learned long ago that their favorite trade paper, which has earned their confidence through years of honest and factual reviewing, is still their best source of information. Trade screenings may have vanished, but in the case of MOTION PICTURE EXHIBITOR, for example, The Pink Section will continue, as it has for nearly 18 years, to be the trade's reviewing Bible.

PICKETING NOTE

WHILE THE PICKETING OF EXCHANGES, as practiced most recently in Minneapolis, is not new to this business, it does add a novel current note to the exhibition scene. The purpose, of course, is to encourage theatremen not to pass through the picket line and thereby stop doing business with the exchange involved.

Just how effective such an effort will be is debatable. Obviously, should the exchange involved be influenced by such tactics to reduce the price of the particular picture or pictures, similar picket lines would blossom at every exchange of every distributor throughout the country. As yet there seems to be no tendency in this direction.

Years ago, an exhibitor organization hit the headlines when they passed a resolution asking a major distributor to go out of business. The latter, while suffering materially at the time, never seemed to take the advice, and currently is in the healthiest state in its history. The exhibitor organization, incidentally, is no longer functioning effectively.

And therein seems to lie some sort of moral.

BLUSHES!

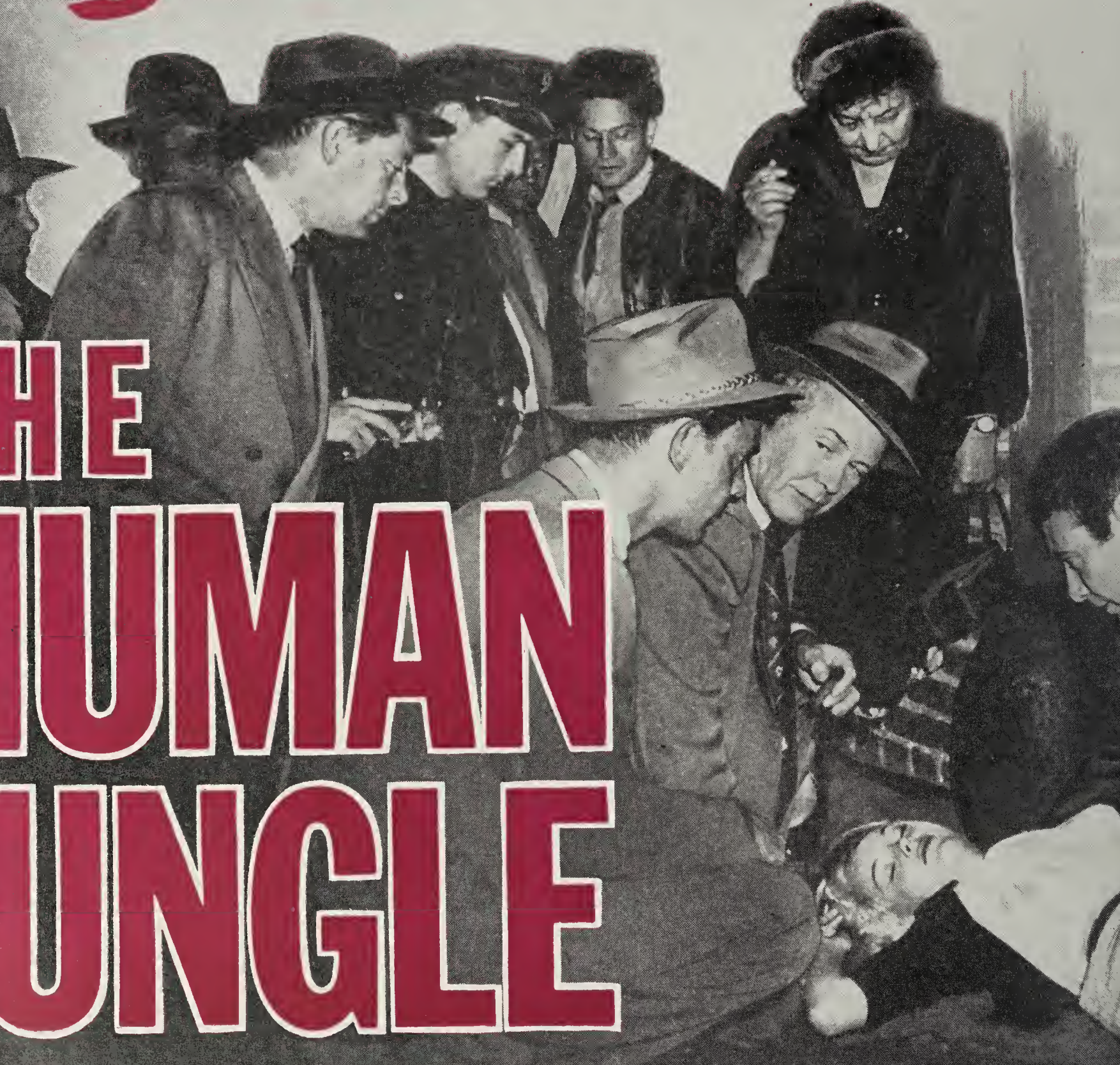
THE FOLLOWING UNSOLICITED NOTE has been received from Nathan D. Golden, director, Scientific, Motion Picture, and Photographic Products Division of the Department of Commerce, Washington.

"Some day the industry will thank you and applaud your magnificent editorial of September 15 (Editor's note: An Appeal For Sanity), Bravo!"

Most pleasing factors about this comment are Mr. Golden's standing as the Department's representative for all facets of the motion picture industry, whether production, distribution, or exhibition; and the intelligence, fairness, and interest he has always exhibited.

Jay Emanuel

**"BEST SINCE
DETECTIVE
STORY"** ...HOLLYWOOD REPORTER



**THE
HUMAN
JUNGLE**

ALLIED ARTISTS presents **"THE HUMAN JUNGLE"**

starring **GARY MERRILL · JAN STERLING**

with
**PAULA RAYMOND · EMILE MEYER
REGIS TOOMEY · CHUCK CONNORS**

Produced by HAYES GOETZ · Directed by JOSEPH NEWMAN · Associate Producer MARVIN MIRISCH · Screenplay by WILLIAM SACKHEIM and DANIEL FUCHS

GIANT SATURATION OPENINGS...

BACKED BY MASSIVE TV, RADIO AND NEWSPAPER CAMPAIGNS!

**"SOCK . . . SHOULD
BE HEFTY GROSSER"** . . . VARIETY

**"OUTSTANDING! BOX-OFFICES
WILL RESPOND!"** . . . MOTION PICTURE HERALD

**"PRAISEWORTHY! DELIVERS
TELLINGLY!"** . . . BOXOFFICE

**"FAST MOVING!
SUSPENSEFUL!"** . . . FILM DAILY

Write! Wire! Phone!
ALLIED ARTISTS
to tag a print for you!



**SPEARHEADED BY PREMIERES IN NEW ORLEANS,
L. A., CHICAGO, DETROIT, BOSTON, MILWAUKEE!**

CAN NEWS

(Trade Headlines Of The Issue)

Distribution

DCA offers stock to both Allied and TOA (page 7).

Buena Vista Distributing Company, handling Walt Disney features, holds its first sales meeting on the west coast (page 7).

Eitel Monaco, Italian film executive, reports that IFE is making real progress and that Italo-American film relations are at a high point (page 10).

The U. S.-British film agreement is extended for one year in Washington negotiations (page 10).

Exhibition

A research company survey discloses that 18,351 theatres are presently operating in this country (page 7).

Edward L. Hyman, AB-PT vice-president, urges circuit houses to experiment with an art policy (page 10).

Financial

Dr. Herbert T. Kalmus announces a stock dividend and reports a sharp increase in Technicolor business for the third quarter of 1954 (page 15).

International

Plans are announced for the annual dinner of Canadian Picture Pioneers to honor Jack Arthur; it is estimated that the 1953 theatre gross will be better than the previous year's; and a committee is formed to study formation of a Canadian Motion Picture Institute (page 8).

Legal

State Supreme Court Justice Stoddard rules that New York's five per cent amusement tax is valid, but theatres will hold on to breakage until their appeal is decided (page 7).

Eight actions are filed by distributors against Philadelphia exhibitor (page 12).

Precedental ruling by Chicago judge dismisses distributor complaints against an exhibitor (page 12).

Walter Reade files suit in New Jersey against a trio who allegedly breached a contract to sell him three drive-ins (page 15).

Mel Konecoff

Walter Wanger reports on a number of films he is working on with production planned all over the world, and producer Joseph Kaufman, back from Australia, reports that he likes film-making there and that some of his productions will be released through Distributors Corporation of America (pages 6 and 14).

Organizations

The forthcoming TOA convention will be highlighted by a drive-in forum, led by Jack D. Braunagel and William T. Powell (page 6).

Colonel William McCraw, Dallas, resigns Variety Club International executive post to accept a Texas judgeship (page 12).

Motion Picture Pioneers announce that Si Fabian, SW head, has been named Pioneer of 1954 (page 13).



Seen arriving at the recent premiere of Paramount's "Sabrina," Criterion, New York City, are, left to right, William Holden, star of the picture and guest of honor; Mrs. Barney Balaban; Barney Balaban, president, Paramount; and star Grace Kelly, who recently finished making "The Country Girl" for future Paramount release.

NEW YORK By Mel Konecoff

PRODUCER WALTER WANGER recently arrived in town and reported on a number of films he was working on. For instance, his next will be "Mother, Sir," to get under way before the first of the year, and may be filmed in Japan with wife Joan Bennett for Allied Artists' release with the process not set as yet. Next spring may see "Tangier Love Song" made in Tangier, but this is still in the working stage, as is "Knights Of The Sky," a tale about the U.S. Air Force. Also in the future is "Yellow Knife," a Saturday Evening Post story in CinemaScope, which is completed and to be released by 29th-Fox; "Queen Of The Universe," an off-beat science fiction story; and "1956," a big political picture to be made next year.



KONECOFF

Talking generally, Wanger opined that Hollywood today was going through a renaissance where things are better than they have ever been (wonder if RKO agrees) with a completely new attitude in evidence. He thought standardization killed this business; therefore, filming and picture size should be flexible with all processes being utilized. Today also finds that there is more responsibility resting on the producer, who must participate in the merchandising and distribution as well as in the actual production. They were pretty ignorant in the past for the most part, said he.

Hollywood never meant as much to the world as it does today with its efforts particularly appreciated the world over. He took issue with those who wanted to keep realistic films from going abroad, feeling they are too concerned about the impression they make abroad. He felt that honest, critical pictures impressed viewers abroad more than did sugar-coated releases.

Latest Bulletins

(Developments At Press Time)

Drive-In Forum Set For TOA Convention

CHICAGO—A fourth giant open forum, devoted to drive-ins, has been scheduled for the 1954 TOA Convention and TESMA-TEDA-TOA-IPA Trade Show on Oct. 31 through Nov. 4 at the Conrad Hilton Hotel.

Under the supervision of Jack D. Braunagel and William T. Powell, cochairmen, TOA drive-in committee, the forum will include reports on vital problems from the nation's drive-in experts, followed by a question-and-answer period.

"The main thing that everyone will be interested in is what to do about his screen," said Braunagel. "I believe it would solve every problem if the film companies would make an announcement that CinemaScope pictures would be available in regular wide screen prints. I do not feel that one drive-in operator in 10 would then worry about changing his screen, as the only reason he wants to put in CinemaScope is due to shortage of product, not because of the method."

Tentatively scheduled for discussion at the forum are availability of regular prints on CinemaScope pictures; what steps can be taken to control dust in drive-ins inexpensively; higher priced items in snack bars and results; screen surfaces on larger screens and costs; indoor auditoriums in outdoor theatres; and stage attractions in drive-ins.

Other forums on the agenda will include concessions, theatre equipment and new processes, and prohibitive film rentals and stimulation of independent production.

On the subject of television, Wanger thought they had a losing fight on their hands if they continued to battle against putting programs on film. He predicted that TV will use Hollywood techniques, methods and machinery. Said he, Hollywood can help TV more than TV can help Hollywood. He also touched on the matter of subscription TV, which he thought might be a wonderful thing for producers, allowing them to overcome some of the financing difficulties and also permitting them to get their money back quickly.

Wanger has no definite term commitments with any one studio but is on a picture-to-picture basis with Allied Artists, which he termed a growing and enterprising organization that will go places in the future.

Questioned about a request from the labor council in Hollywood that producers make films in the U.S. instead of abroad, Wanger thought that many good films were being made abroad, and that when these are successful they stimulate the business so that even Hollywood labor benefits indirectly by increased theatre attendance.

Oh yes, lest we forget, Wanger is in town to attend the premiere of his latest release, "The Adventures Of Hajji Baba" in CinemaScope at the Globe on Oct. 8.

(Continued on page 14)

New York Amusement Tax Is Ruled Valid

"Contessa" Leads Broadway Parade

NEW YORK—Obviously affected by the heat wave and the world series, the Broadway first-runs, with the exception of the Capitol, Astor, and Criterion, where excellent business was indicated, were pretty much in the doldrums last week-end.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"NAKED ALIBI" (U-I). Paramount expected the opening week to reach \$36,000.

"WOMAN'S WORLD" (20th-Fox). Roxy claimed \$58,571 for Tuesday through Sunday, with the opening week expected to hit \$65,000.

"BRIGADOON" (MGM). Radio City Music Hall, with stage show, announced \$87,000 for Thursday through Sunday, with the third week heading toward \$125,000.

"SABRINA" (Paramount). Criterion anticipated the second week at a very good \$53,000.

"REAR WINDOW" (Paramount). Rivoli dropped to \$23,000 on the ninth week.

"DUEL IN THE SUN" (SRO). Mayfair claimed \$12,200 on the fifth week.

"JESSE JAMES' WOMEN" (UA). Globe reported \$11,500 for a 10-day run.

"BAREFOOT CONTESSA" (UA). Capitol had a sensational opening of \$64,700 for Thursday through Sunday, with the first week sure to top \$95,000.

"DRAGNET" (Warners). Victoria hit \$12,000 on the seventh week.

"ON THE WATERFRONT" (Columbia). Astor held up well with \$32,000 expected on the 10th week.

"BETRAYED" (MGM). Loew's State was heading toward a \$15,000 fourth week.

Buena Vista Sales Meet

BURBANK, CAL.—The first sales convention of Buena Vista Film Distribution Company at the Disney Studio concluded last week after plans for the organization were outlined by Roy O. Disney, president, Walt Disney Productions. Forthcoming product was viewed.

Buena Vista is a wholly-owned Disney subsidiary and is operating at present in New York, Chicago, Jacksonville, Los Angeles, and Dallas; and will soon open in Boston, Denver, and either Cincinnati or Cleveland. Physical distribution of the Disney films, as well as all accessories, will continue to be handled by National Film Service.

Present at the convention were Leo Samuels, general sales manager; Irving Ludwig, domestic sales manager; Jessie Chinich, assistant domestic sales manager; Ned Clark, foreign sales manager; Lou Gaudreau and Howard Hein, home office executives; Charles Levy, eastern publicity and exploitation director; Mort Meyerson and Herman Raucher, of Levy's staff; Wendell Bjorkman, west coast representative; Harris Dudelson, Chicago; William Murphy, Jacksonville; Douglas Desch, Dallas; and Marvin Goldfarb, Denver.

DCA Offers Stock To Allied And TOA

NEW YORK—It was learned last week that Distributors Corporation of America, newly formed distribution company headed by Fred J. Schwartz, would offer stock ownership participation to both Allied and the Theatre Owners of America, although there will be no urging of them to do so.

Schwartz, also president, Century Circuit, plans to attend the conventions of both organizations.

Regardless of affiliation, it was explained, exhibitors will be invited to participate in DCA ownership. The offer to both Allied and TOA membership, it was said, was for the purpose of lining up many large and small theatres, which would have a stake in playing DCA releases. DCA, it was added, has sufficient financing at present.

Branson To Europe

NEW YORK—Walter Branson, RKO's world-wide general sales manager, sailed for Europe last week aboard the S. S. United States on his first foreign sales trip since becoming global distribution chief. Branson was accompanied by Joseph Tushinsky, co-inventor of the SuperScope lens, for which RKO has foreign distribution rights. They will attend demonstrations of SuperScope for exhibitors in various European cities.

Branson's first stop will be London, where he will confer with Robert Wolff, RKO's managing director for the United Kingdom. Other sales meetings will be held in Paris with Joseph Bellfort, general European manager, and Marcel Gentel, manager for France, and in Rome with Vittorio Mattea, manager for Italy.

Theatres To Appeal; Injunction On Breakage Still Applies As Court Gives Summary Judgment

NEW YORK—State Supreme Court Justice Percy D. Stoddart ruled last week that the city's five per cent amusement tax was valid, granting a summary judgment to the city and refusing the exhibitors' request for summary judgment. He also ruled, however, that theatres should not pay the disputed breakage making the tax more than five per cent until the case is carried to a higher court on appeal.

Plaintiff theatres had contended that the city could not collect any more than the five per cent stated in the enabling act. Justice Stoddart ruled, however, that the breakage collections were perfectly consistent with customs of business and banking. The injunction previously granted, however, was continued.

Thomas Bress, Loew's attorney, stated, "We will appeal from this decision as soon as possible. The amusement tax is morally and economically unsound. Any tax which arbitrarily discriminates against a particular industry, in this case the amusement industry, violates the soundest principles of taxation and economics."

The result of the ruling, in effect, puts theatres in the same position they found themselves in after Justice Nicholas M. Pette issued a temporary injunction in July against breakage collection. The appreciable difference is that theatres now will be in a higher appellate court as appellants rather than respondents.

Stanley Buchsbaum, city attorney, commented that he believed the decision to be a sound one and would be upheld on appeal. The case obviously was given careful consideration by the court, which remarked that no other state case had been found raising the question posed by the exhibitors in their fight against the tax.

18,351 Theatres Operating

NEW YORK—Motion picture theatres operating in the United States last Aug. 1 totaled 18,351, according to a tabulation of the country's theatres made public last week by Robert W. Coyne, special COMPO counsel.

The tabulation was made by Sindlinger and Company, business analysts retained by COMPO for the compilation of statistics for COMPO's successful fight on the federal admission tax.

With reduction of the admission tax on April 1, the report shows that there has been an estimated gain of 887 theatre operations.

Boasberg To Be Feted

NEW YORK—A luncheon will be tendered in honor of Charles Boasberg, former general sales manager, RKO, on his new affiliation as sales head of Distributors Corporation of America, on Oct. 21 at the Hotel Astor, it was announced last week by co-chairmen Walter Reade, Jr., Samuel Rinzler, and Joseph Seider.

I N D E X

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The International Scene

Canada

Pioneers Set Plans For Arthur Tribute

TORONTO—Plans are underway for the annual dinner of the Canadian Picture Pioneers when Jack Arthur, MBE, will receive the Pioneer of the Year Award. Jack is credited with being responsible for bringing color and sound into movie theatres in the early days of the silent screen as one of the first generation of cinema showmen. For the past three years, Jack has been executive producer, Canadian National Exhibition. Until accepting that post, he was with Famous Players Canadian Corporation and its predecessor company since 1916. It was in 1916 that Jack introduced symphony music and prologues in Toronto's first deluxe cinema, the Regent, a former legitimate theatre known as the Majestic. The committee choosing Arthur was headed by John J. Fitzgibbons, president, Famous Players, who himself was chosen last year to receive a similar award.

During World War II, Jack was loaned by Famous Players to the government to assist with the Army Show, in its organization and production. He also played an active part in organizing the Citizen's Committee for Troops in Training, producing many entertainment units. He was awarded the Order of Member of the British Empire for his outstanding services. He is an active member of the Variety Club of Toronto, and has been responsible for the production of each of its charity shows. His other memberships include the Canadian Picture Pioneers and the Saints and Sinners Club.

Canadian Comment

An observer of the Canadian motion picture scene sees a movie theatre gross for 1953 higher than that of 1952. In 1952, a gross of \$105,459,183 was attained. The observer, *The Canadian Film Weekly*, in its forecast takes into account the collections of the various provincial amusement taxes in 1953 which showed a general net



Jack Arthur, who will receive the "Pioneer Of The Year" award at a special dinner of the Canadian Picture Pioneers in Toronto to be held in November, is seen in a moment of relaxation.

revenue of \$22,849,000 in the fiscal year ended on Dec. 31, 1953.

As a comparison, \$21,000,000 was collected in 1952 and \$20,000,000 in 1951. The increase is in the face of minor reductions of the amusement tax in some provinces. In spite of the growth of TV in Canada—a prediction by the Canadian Broadcasting Corporation, sees 70 per cent of the country viewing TV by the end of the year—the cinema gross for 1953 will gain as much as it did the previous year, some nine per cent.

The *Film Weekly* opines that "Canada's final boxoffice total will unquestionably reveal about the same gain in attendance and an even greater gain in revenue."

NAMES IN THE NEWS: From the National Film Board comes a number of changes in its organization. Bernard Devlin resigned as head of the NFB's TV unit to free-lance and Robert Anderson has been named acting head. NFB will still have first call on Devlin's services. Anderson joined the NFB 12 years ago after being with the CBC as an executive producer. . . . Another adjustment at the NFB is the announcement of the appointment of Ralph C. Ellis, 30, as sales and theatrical representative for the U.S. and assistant to T. L. Johnston, chief NFB rep in the U.S.

Joe McPherson has joined Sovereign Films, 16mm. distributors. Joe was formerly Toronto branch manager of JARO. . . . Michael (Mickey) Goldin, manager, Studio, Vancouver, an art house, died suddenly of a heart attack. An executive member of the B.C. branch of the Canadian Picture Pioneers, Goldin was manager of the *Vogue* in Vancouver between 1942 and 1946. He was in his early 50's. Sydney Freedman, assistant manager, is in charge until a permanent appointment is made. . . . Robert Johnson has moved from the Parliament, Toronto, to another unit of the B and F chain. He is now manager, Radio City. His place was filled by Art Grover, who moved over from the Carlton, announced Jack Fine. . . . Larry Ritza has been moved from the management of the O'Brien, Renfrew, Ont., to take charge of Ottval Confections, a division of the O'Brien Circuit. Paul Frost, formerly assistant manager, Capi-

tol, Ottawa, takes Ritza's place as O'Brien manager.

Vincent Massey, Governor General of Canada, heads the list of those attending the opening of "Tit Coq," with Fridolin, at the Avenue, Toronto, a unit of Famous Players. Also on the list attending are Louis Breithaupt, Lieutenant Governor of the Province of Ontario; Gaspard Fauteaux, Lieutenant Governor of the Province of Quebec; and Leslie Frost, Premier of Ontario. The showing, under the auspices of the Canadian Film Institute and the Canadian Association for Adult Education, will start an indefinite run. Already three nights of the film's showing are sold out with a top of 90 cents. The first night admission will be \$1.50. The film, whose physical distribution is being handled in Canada by Cardinal Films, Ltd., received a tremendous ovation at a preview showing for an invited audience. It is expected to help tie the knot of English-French cultural relations. Chairman of the executive committee is W. P. Carroll.

CINE CHATTER: A wee bit o' heather was added to the pleasures of the day of newsmen and radio people in Toronto when Chet Freedman, advertising and publicity chief in Canada for MGM, escorted two bonnie lasses about the town to beat the drum for "Brigadoon." The girls, dressed in Scottish kilts, Olive Henderson and Patricia Henderson, passed out bunches of heather on their tours of radio stations and newspapers. They were subject of a considerable amount of publicity, due in no small part to the work of Gerry Collins, Loew's publicity chief in Canada. The girls made TV appearances, store appearances, radio talks, and were welcomed in special display advertisements of a department store.

A committee set up by the Motion Picture Industry Council to study the formation of a Motion Picture Institute has drawn up a set of proposals to be placed before the Council at its next meeting in the fall. . . . A special guest of the Canadian National Exhibition was Mrs. Eva Delaney, proprietor, Delaney, Ganonoque, Ont., who made a remarkable recovery from cancer. Mrs. Delaney was one of three women chosen by the townspeople as person who served the town most.

—HARRY ALLEN, JR.



Professor Henri Chretien, inventor of CinemaScope's anamorphic lens, recently received from actress Olivia DeHavilland a special award to CinemaScope at the Cannes Film Festival. Presentation of the award was at a special party offered by the French Government for Chretien.



Telling the United Artists story at the recent Venice Film Festival was this massive display board erected near the exhibition area. A grand prize went to the forthcoming UA release, "Romeo and Juliet," which topped a field of 24 outstanding productions entered in competition.

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Monaco Cites IFE's Progress, Italo-American Film Relations

NEW YORK—In a statement to the trade press last fortnight, Dr. Eitel Monaco, president, ANICA, expressed satisfaction with the relations between the Italian and American film industries and with the progress made by IFE in promoting Italian films in this country.

In New York for the first time since the Italian Film Festival in 1952, Monaco said further that Italian producers are believing more and more in IFE and will distribute more of their films through that organization. What is more, he said, a flow of dollars into Italy from IFE has begun in the last few months.

Monaco said that the company's board has agreed to accept American pictures for distribution by them in the United States and Canada. However, it was pointed out that no American producer has made any concrete offer.

As another means of establishing closer relations between the American and Italian industries, Monaco suggested that the time is ripe for more extended participation between the two countries. Italy has already entered into co-production agreements with Germany, Spain, and Argentina, and one with Mexico is under discussion. Collaboration with France in co-production has in the past shown good results, he asserted.

Monaco suggested that MPAA companies restrict the export of minor "B" pictures which take up dates that might otherwise be devoted to more popular films. To help the freedom of exchange, he added, United States independents should also refrain from sending these types of films.

Monaco stated that Italian film business in three years, more than trebled, placing it in the world film industry second only to the United States. Monaco compared 1950 and 1954, when Italian production increased from 60 to 140. Investments in the industry have grown from 15 millions to 50 millions, and boxoffice returns have increased four times from 15 millions to 60 millions. While the volume of gross revenue trebled, Monaco added, the volume of contracts concluded have doubled. In 1953, he said, the Italian industry had 1800 contracts with 80 countries. The net producers share in 1953 was nine millions as compared with three millions in 1950.

With reference to the American industry in Italy, in the 1953-54 season 220 pictures were imported as against 280 in 1950. American companies have increased their grosses from 10 millions in 1950 to 15 millions in the 1953-54 season.

Analyzing the reasons for the spurt in

the Italian industry and the concurrent increase in American business there, Monaco outlined the reasons as an increase in the number of new and improved theatres in Italy, the number having doubled in the last five years to the present 12,000 theatres; improved attendance which brought boxoffice returns to 150,000,000 as compared with 100,000,000 previously; improvement in Italian production; the sound policy of ANICA, and the governmental attitude in extending financial aid to producers without restrictions on production or on the importation of foreign films.

Monaco asserted, Italy will produce nearly 50 per cent in all color processes.

Monaco also stated, that another organization, UNIEF, has been formed for the purpose of commercial promotion of Italian films in countries not covered by IFE. The organization is owned by Italian producers and has been given a wide scope. If necessary, Monaco revealed, it will conclude agreements for distribution and exhibition of Italian product. UNIEF has a representative in Central America, France, and Germany and shortly there will be one in Spain and South America. UNIEF, Monaco declared, has already concluded an agreement with Cofram, a French company, for distribution of Italian films in South America.

Speaking for the Italian industry, Monaco said that he is entirely satisfied with the agreement reached between ANICA and the MPEA scheduled to run from Sept. 1, 1954, to Aug. 31, 1956.

Monaco is in this country for talks with MPEA officials. Three questions are up for discussion, the general relationship of the American companies to ANICA and, as a subsidiary of this, the question of MGM membership in the organization; the availability of a certain number of American pictures produced by MPAA member companies for release in Italy by independent Italian distributors; also Italian film laboratories share in the striking of Monopack system of color release prints for Italian distribution of American pictures.

On the Italian film pact with Russia, Monaco said that the agreement calls for an exchange of only four or five films with a stipulation that the Russians make no modifications in the films for propaganda purposes.

Also attending the meeting were Dr. Renato Gualino, ANICA advisor on international affairs, who also acted as translator; Dr. Franco Penotti, president, Italian Distributors Association, and E. R. Zorgniotti, vice-president of ANICA.

RKO Ceases Production

HOLLYWOOD—It was learned last week that RKO has stopped all of its own production at its studios, and plans to rent the stages to independent producers, who will use the RKO distribution facilities following completion of their product. Financing of some of these producers will be arranged by RKO, it was indicated. Personnel cuts at the studio are expected to be drastic.

Castleman Suit Dismissed

HOLLYWOOD—The minority stockholder suit brought by Eli B. and Marion Castleman against Howard Hughes, RKO, and Chase National Bank was dismissed with prejudice last week by Federal Judge Ben Harrison, who signed an order of judgment, ending the lengthy case, on defense counsel's motion for dismissal. The petition of counsel for the plaintiff for fees was denied.

British-U. S. Agreement Extended For One Year

WASHINGTON—The expiring film agreement between the United States and the United Kingdom was renewed for a year last week with few changes. American remittances on an unconditional basis will be \$19,250,000, or \$2,250,000 greater than last year. The \$2,250,000 represents 50 per cent of additional earnings accruing to American companies from the operation of the Eady Plan. For the past two years, transfer of the extra earnings has been waived. American companies are hopeful that England will further improve its balance of payments position making further remittance limitations unnecessary.

Agreement on the extension of the agreement came after a minimum of discussion. Participating as parties to the negotiations were the British government, the MPEA, and the Society of Independent Motion Picture Producers through the Independent Film Producers Export Association.

Hyman Asks Circuit Art House Set-up

NEW YORK—Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, last week asked theatre partners and circuit heads to consider establishing a theatre in their areas to handle art and foreign product. Such a plan, he pointed out, would show which theatres could profitably be operated as art houses. Another purpose would be encouragement of foreign production of films with appeal for mass American audiences. It was also emphasized that sufficient films exist with which to make the experiment in the face of the current shortage of product.

Hyman listed 147 such features from eight major and 18 independent companies, and pointed out that theatres playing them would do much to answer criticism that American theatres are reluctant to play quality foreign product. Hyman suggested starting the experiment on a one or two day a week basis in split-week houses, and itemized suggestions found helpful in the past by theatres converting to art operations. He urged exhibitor patience as expansion of an art audience takes time, and suggested conferences with distributors to decide what art product is best for each situation.

Loew's Buys Rubin's Rights

NEW YORK—Loew's, Inc., last week purchased the residual rights in MGM films owned by J. Robert Rubin, who retired on Sept. 1 and was said to have had a 5.1 per cent share in the profits on MGM films over a 30 year period. The unconfirmed price paid by Loew's was said to have been approximately \$1,500,000.

Symphony Telecast Off

NEW YORK—Edmund Dorfmann, president, Dor Theatre Television, announced last week that the scheduled closed circuit theatre telecast of the Oct. 7 premiere performance of the New York Philharmonic Symphony Orchestra had been cancelled due to inability to secure coaxial cable facilities.

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"The Caine Mutiny"*

McCraw Quits As Variety Executive To Accept Texas Judicial Post

FRENCH LICK, IND.—Colonel William McCraw has resigned his position as executive director, International Variety Clubs, to accept a judicial nomination in the Texas Criminal Court System, it was announced last week by George Hoover, head of the world-wide showmen's organization.

The announcement was made as the executive members of the organization met to discuss the expenditure of its \$2,500,000 charity budget for the current year and to organize the agenda for the forthcoming international convention next spring in Los Angeles.

McCraw, formerly Texas attorney general, had held the Variety post for the past seven years. He is expected to remain in the office in an advisory capacity until his successor has been selected.

Among other business discussed, Hoover directed the attention of the conclave to the strengthened position of the international representatives. He stated that one of the chief aims of his administration will be to delegate enough authority to each of the nine representatives to enable them to act as a liaison office to service both local and international interests. "This move," Hoover commented, "is necessary because our organization has grown so rapidly. Today there are 45 separate tents throughout the world, and we must install an efficient delegation of authority system."

The chief barker appointed a committee to meet in Pittsburgh to discuss the procedure aspects of the selection of the annual Humanitarian Award winner. The prominent Pittsburgh sportscaster, "Rosy" Rosewall, will head this group. On a motion by Edward Emanuel, international property master, it was decided to expand the selection procedure.

The head of the Heart Committee, Nate Golden, Washington, announced arrangements for national broadcast coverage at the dinner when the Humanitarian Award winner will be announced.

Schine Trial Date Set

BUFFALO—Judge John Knight last week set Nov. 22 as the trial date in U. S. District Court of six officers and nine corporations of the Schine theatrical organization on criminal and civil contempt charges.

The government contends that the Schine corporations and their subsidiaries are still conspiring to deprive competitors of first-run product in violation of an 1949 order, which directed the defendants to dispose of 39 theatres in three years.

Anti-Trust Suit Delayed

CHICAGO—The anti-trust suit of the government against the Fourth Avenue Amusement Company and Alliance Theatre Corporation may not come to trial before early next year, according to word received last week from the Department of Justice. The government contends that the defendants were operating six first-run theatres in Terre Haute, Ind., under a pooling agreement in violation of the Sherman Act.

20th-Fox Grants Reduction For Second Feature

CHICAGO—Members of Allied Theatres of Illinois were told last week by William C. Gehring, executive general sales manager, 20th-Fox, that his company will grant to a theatre a reduction in the gross cost of the second feature when the house is playing a double bill. CinemaScope was also discussed, with Gehring saying 20th-Fox will always sell at "fair" prices.

Gehring was introduced by Jack Kirsch, president, Illinois Allied, at a luncheon held in the Blackstone Hotel. Van A. Nomikos, vice-president, Illinois Allied, cited the fairness of the policy outlined.

On the dais at the meeting attended by representatives of over 100 theatres in the Chicago area, besides Kirsch, Nomikos, and Gehring, were Alex Harrison, western sales manager for 20th-Fox, and Tom Gilliam, Chicago manager.

Distributors Sue Philly Exhibitor

PHILADELPHIA—Eight separate percentage actions were filed in U. S. District Court last fortnight by Paramount, Loew's, Inc., 20th-Fox, Warners, RKO, UA, U-I, and Columbia against Melvin J. Fox, Melvin Fox Theatres, Inc., and Delsea Drive-In Theatres, Inc.

The theatres involved are the Fox, High, and Burlington Drive-Ins, Burlington, N. J.; Wildwood Drive-In, Wildwood, N. J.; Criterion, Moorestown, N. J.; Fox and Mount Holly, Mount Holly, N. J.; Fox, Riverside, N. J.; Roxy, Maple Shade, N. J.; Delsea Drive-In, Vineland, N. J.; Bridgeton Drive-In, Bridgeton, N. J.; and the Mayfair and Hollywood, here.

Schnader, Harrison, Segal, and Lewis represent seven of the distributors and Wolf, Block, Schorr and Solis-Cohen represent Warners, with Sargoy and Stein, New York, of counsel in each case.

Precedent Seen In Suit Dismissal

CHICAGO—A decision which may have a wide-reaching effect was rendered last week by Judge Frank Padden, Superior Court, who dismissed complaints filed by RKO and Universal against the Dale and Ideal, operated by Julius and Seymour Bland. The distributors had asked for an accounting from the theatres of gross receipts on percentage pictures dating back to Jan. 1, 1947. All majors entered suits against the theatres, but arguments were heard only in the RKO and U-I test cases.

Attorney Richard Orlikoff, representing the defendants, argued that the distributors had waited too long to ask for an accounting. He pointed out that the distributors' contract with the exhibitors gave them the right to examine the books of the defendant theatres at any time during and after the exhibition of pictures played on percentages. The court held that this right should have been exercised within a "reasonable time."

The court ruled that since the distributors had made no showing as to why they had not previously exercised their rights to examine the Ideal's books, and had not shown that these books and records were not available to them upon request, their complaint was barred by "sleeping on rights."

It was the first case in the Illinois area to dispute distributors' rights to open up books for an indefinite period of time. Judge Padden's decision is expected to affect the whole system of collections, going back for more than a year or two.

Cooper Leaves Cinerama Post

NEW YORK—Lowell Thomas, president, Cinerama Productions, and Merian C. Cooper jointly announced last week that Cooper's employment agreement with the company had been terminated. It was explained that since Stanley Warner had taken over Cinerama's production functions, the services of a production executive were no longer required. Cooper stated that he would devote full time to his duties as president, Argosy Pictures Corporation.

This Was The Week When

More than 1,000 celebrities from all walks of life turned out for the world premiere of UA's "The Barefoot Contessa" at the Capitol, New York. . . . 20th-Fox set a series of world-wide salutes to CinemaScope's first anniversary. . . . Allied Artists set Jan Sterling personal appearances in Boston, Chicago, Detroit, New York, for openings of "The Human Jungle" following its New Orleans premiere. . . . Colonel Ben C. Limb, Korean ambassador, honored the motion picture industry for its fund-raising aid at a New York luncheon. . . . The Will Rogers Hospital, supported by Variety Clubs, kicked off its Christmas Salute as Abe Montague, president, led a closed circuit phone hookup in exchange centers. . . . 1,000,000 discount tickets were distributed to children by Michael Myerberg Productions for "Hansel And Gretel," set to open at the Broadway, New York, on Oct. 10.

Mamie Eisenhower, first lady of the land, visited the United Cerebral Palsy Center, Denver, presided over by Leonard Goldenson, AB-PT president. . . . Paramount's "Sabrina" broke the all-time record at the Criterion, New York, with a first week gross of \$65,700. . . . Hollywood premiere enthusiasm ran high as Warners' "A Star Is Born" world premiered at the RKO Pantages before more than 250 top movie celebrities and nationwide radio and TV coverage. . . . Philadelphia, the haberdasher's delight, emerged victorious after a bloody battle with Boston and New York as MGM's "Beau Brummell" had its world premiere at the Midtown, proof of the Quaker City's tonsorial splendor.

About People

NEW YORK—Edward L. Rasch was named eastern manager, Walt Disney studio, 16mm. film division, last week. For a number of years Rasch was in charge of motion picture production and distribution at the Institute of Life Insurance in New York City and joins the Disney organization at its eastern headquarters at 477 Madison Avenue.

In his new post, Rasch will supervise the Disney school leasing program for the eastern states, as well as handling the specialized use of Disney theatrical films by industrial and business firms.

NEW YORK—Sam Nathanson, former sales manager, Hal R. Makelim, last week announced the formation of Gibraltar Motion Picture Distributors, Inc., and plans to acquire films for domestic distribution. He is preparing his first offering, "A Love Story," the Eric Pommer production which won the Berlin Film Festival award for photography, for a local premiere. Hildegard Neff stars in the film.

HOLLYWOOD—George E. Swink joined Irwin Allen's Windsor Productions last week as a production associate, moving over to the post from the position he has occupied at RKO as assistant head, film editorial department. Swink joins the Windsor staff at Warners, where producer Allen is currently launching "The Animal World," tracing the development of animal life from the time of creation to the present.

NEW YORK—Peter W. Geiger has been placed in charge of the New York office of the motion picture department of the Bank of America, N. T. and S. A., it was announced last week. Geiger was assistant to the bank's special representative in New York for the past four years. Prior to that, he was associated with RKO and Edward A. Golden Productions.

NEW YORK—David E. "Skip" Weshner was appointed last week as sales representative for "The Barefoot Contessa" by Figaro Incorporated, which produced the United Artists Technicolor release. Weshner will represent the production company in supervising distribution.

WOMPI Elects Officers

DALLAS—Women of the Motion Picture Industry held their first national convention here last fortnight and elected Miss Verlin Osborne, Dallas, as national president. She served as first president of the original founding group in Dallas.

At sessions held at the Baker Hotel, by-laws for the national organization were adopted, and other officers elected were Mrs. Lorraine Cass, New Orleans, vice-president; Miss Nell Middleton, Atlanta, treasurer; Miss Laura Kinney, Atlanta, recording secretary; and Miss Lee Nickolaus, New Orleans, corresponding secretary.

The officers were installed at a banquet by Judge William McCraw. Chief speaker of the evening was William O'Donnell, general manager, Trans-Texas Theatres, who paid tribute to the organization and the work and inspiration of WOMPI.

New Orleans won out as next year's convention city.

Pioneers Name Fabian For 1954 Award

NEW YORK—Simon H. Fabian, president, Stanley Warner Corporation, has been selected as "Motion Picture Pioneer Of 1954" by the Motion Picture Pioneers, it was announced last week by Jack Cohn, president, Motion Picture Pioneers and Foundation of Motion Picture Pioneers, made up of industry personnel in the business for 25 years or more.

Fabian will be the guest of honor at the organization's 16th Annual Showmanship Dinner on Nov. 17 in the Grand Ballroom of the Hotel Astor.

In naming Fabian, Cohn stated, "It is altogether fitting and proper that the Motion Picture Pioneers honor Si Fabian this year on the occasion of his 40th anniversary in the motion picture industry. He is one of filmdom's pioneers who is still pioneering. He has displayed an unequalled enthusiasm and confidence in the forward progress of the motion picture industry and is responsible for far-reaching contributions to its development. . . . In addition, Fabian has distinguished himself as a public-spirited citizen and philanthropist."

Fabian's career as an exhibitor began on Aug. 24, 1914, when his father, Jacob Fabian, opened the Regent, Paterson, N. J., first deluxe motion picture and stage show presentation theatre in the United States. Successively through the years, Fabian operated the Brooklyn Fox, took over RKO Theatres in Albany, Schenectady,

Record Income For 20th-Fox

NEW YORK—Spyros P. Skouras, 20th-Fox president, told stockholders last week that the company's estimated third quarter earnings for the period ended on Sept. 25 will be "close to \$1 per share" on the 2,644,486 shares outstanding. The message accompanied dividend checks at the new quarterly rate of 40 cents per share.

Earlier, earnings of \$3,096,545 were reported for the first half of 1954, and Skouras said that third quarter earnings set a new record for the company's film rentals both domestically and abroad. The company head also told stockholders that the outlook for the fourth quarter was equally optimistic.

UA Expands Field Force

NEW YORK—Continuing the expansion of UA's exploitation staff, Francis M. Winikus, national director of advertising, publicity and exploitation, last week announced the appointment of Earl Keate to the company's permanent field force.

and Troy, and, in 1944, the Wilmer and Vincent houses.

During the war, he helped organize the Motion Picture Council for National Defense, which became the War Activities Committee of which he was chairman. He also served in other government activities.

Active in TOA, Fabian was president and now is treasurer of the exhibitor organization. His foresight has brought him into such diverse areas as drive-in exhibition, theatre television, Cinerama, television station WTRI, Schenectady, and most recently, the Latex Corporation.

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4431 WEST LAKE STREET CHICAGO 24, ILLINOIS

Konecuff

(Continued from page 6)

20th-Fox is releasing the film which was made for Allied Artists.

PRODUCER SPEAKS: Joseph Kaufman, who has just returned from Australia, where he produced "Long John Silver," in CinemaScope, first feature scheduled for release by Distributors Corporation of America, thought so much of that country that he plans to make a number of films there and has leased the only sizable studio there, Pagewood, on an exclusive basis for at least the next two years.

There was very little suitable equipment in the place when they arrived and they had to send to England and the U.S. for equipment worth \$250,000 so that the film could be made. Scenes were photographed in settings in and around the studio, which had much natural beauty to offer as well as realism. He paid tribute to the American and Australian technicians, who got along famously with a wonderful public relations job resulting on

STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

Required by the Act of Congress of Aug. 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946, of MOTION PICTURE EXHIBITOR, published weekly at Philadelphia, Pennsylvania, for October 1, 1954.

State of Pennsylvania, County of Philadelphia, ss.—Before me, a notary public in and for the state and county aforesaid, personally appeared Max Cades, who, having been duly sworn according to law, deposes, and says that he is the business manager of MOTION PICTURE EXHIBITOR, and that the following is, to the best of his knowledge and belief, a true statement of ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of Aug. 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Section 34.38, Postal Laws and Regulations), to wit:

1. That the names and addresses of the publisher, business manager, and editor are:

Publisher—Jay Emanuel, 246-48 N. Clarian Street, Philadelphia 7, Pa.

Editor—Herbert M. Miller, 246-48 N. Clarian Street, Philadelphia 7, Pa.

Business Manager—Max Cades, 246-48 N. Clarian Street, Philadelphia 7, Pa.

Managing Editor—None.

2. That the owners are:

Jay Emanuel Publications, Inc.

Jay Emanuel, 246-48 N. Clarian Street, Philadelphia 7, Pa.

Paul J. Greenhalgh, 246-48 N. Clarian Street, Philadelphia 7, Pa.

Herbert M. Miller, 246-48 N. Clarian Street, Philadelphia 7, Pa.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of the total amount of bonds, mortgages, or other securities are: none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in the capacity other than that of a bona fide owner; and this affiant has no reason to believe that any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above is—9,411. (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

MAX CADES
Business Manager

Sworn to and subscribed before me this 28th day of September, 1954.

(Seal) ALBERTA A. NEIMAN

(My commission expires Jan. 6, 1957)

the double operation. He expected the film industry "down under" to be expanded with more films being made for theatrical use as well as for TV when that medium gets going within a year.

His future schedule calls for "Come Away, Pearler," a yarn on the pearling industry to be filmed in CinemaScope with an American cast; "Singapore," which will be filmed in Sydney and Singapore, also in CinemaScope; and a big-scale western to be made at Pagewood again with an American cast and in CinemaScope, which process, incidentally, he felt was a good medium and one with which he liked working. The Australian government has proven extremely cooperative while the people themselves have been wonderful.

"Long John Silver," in which director, writer, and star Robert Newton have participation deals, will premiere at a number of theatres in Australia come December, and Kaufman thought it was his best picture, to date. He estimated that it should bring in a \$5,000,000 gross worldwide. He set it for release through DCA not only because that company has put up some of the financing but also because he has great confidence in the organization and liked the idea of specialized selling and individual handling of important pictures. He was inclined to think that some of his future pix will also go through DCA although there is no signed contract to that effect. The company's concentration only on big pictures is in line with today's market where you can only exist with big films, he said. Kaufman also finds that via DCA a producer has more control over his film and can see that the proper launching takes place.

Kaufman, who was general manager of Cinerama and who before that had turned out "Sudden Fear" with Joan Crawford, also expected to make some films in Hollywood over the next two years.

Harris Heads Exhibitor Unit

KANSAS CITY—The Kansas-Missouri Theatre Association, meeting last week at its 36th annual convention, elected Ed Harris, Neosho, Mo., as president. Other officers include B. Doering, Garnett, Kans., vice-president; Ken Winkley Meyer, Boonville, Mo., secretary; and Virgil Harrison, Tarkio, Mo., treasurer.

Missouri directors are J. A. Becker, Independence; James Cook, Maryville (alternate to C. E. Cook); Tom Edwards, Eldon; Harley Fryer, Lamar; and Earl Jameson, Jr., Kansas City. Kansas directors are R. D. Bisango, Augusta; Don Burnett, Larned; Marcus Landau, Horton; John Basham, Topeka; and Paul Ricketts, Holyrood.

SIMPP Suit Settled

DETROIT—An out of court settlement last week was effected in the anti-trust suit brought by Society of Independent Motion Picture Producers against United Detroit Theatres in 1948. Both have agreed to the discontinuance and dismissal of the action.

The complaint had alleged a combination and conspiracy between UDT and Cooperative Theatres of Michigan in restraint of the licensing, supply, and exhibition of film product in the area. The allegations were denied by each of the defendants.

Myers To Keynote National Allied Meet

MILWAUKEE—Abram F. Myers, general counsel and board chairman, National Allied, has been selected to deliver the keynote address at the group's Silver Anniversary Convention on Oct. 12, 13, and 14.

Ben Marcus, president, declared that it was only fitting and proper that Myers, because of his continuous association with Allied since its birth a quarter century ago, be accorded the honor of keynoter.

Myers, in accepting this assignment, stated, "Although the Silver Anniversary event of Allied may strike many as strictly an affair of sentimental celebration, I hasten to correct such an assumption, adding that while such sentiment will share part of the spotlight of the coming convention, it must not be overlooked that the main theme of the convention is 'The Product Convention,' and all efforts will be concentrated on the exhibitors right to make a profit on the product he plays from the distributors and on the other current evils that are gradually forcing the small theatre owner out of business."

S. J. Goldberg, president, Wisconsin Allied, has been appointed co-ordinator of the film clinics. The film clinics this year, Marcus stated, will be divided into seven categories, small towns (3500 or less population), Leo. F. Wolcott, chairman; large towns (up to 20,000 population), Joe Finneran, chairman; cities (20,000 to 100,000 population), Irving Dollinger, chairman; large cities (over 100,000 population), Wilbur Snaper, chairman; key neighborhood and subsequent run, Leon Back, chairman; outdoor theatres, Julius Gordon, chairman; and circuit buying and bidding, Sidney E. Samuelson, chairman.

Myers stated that a draft of a bill to regulate interstate commerce in films has been completed for presentation to the convention.

"Reconciling price regulation of so varied a product as films with constitutional requirements posed the most difficult problem I have ever tackled," said Myers. "However, I believe this has certainly been solved so far as the integrated producer-distributors are concerned and probably as the others. It is amazing that the film companies by their confiscatory pricing policies have driven exhibitors to the contemplation of this drastic step. But our appeals for a modification of those policies have for the most part fallen on deaf ears, and the trade papers' admonitions that the distributors take action to avert the impending crisis have been ignored."

COMPO Quotes Press

NEW YORK—The first of the second series of 26 Council of Motion Picture Organizations, Inc., ads, which will appear in Editor and Publisher every other week, made its appearance last week.

The ad, headed "Thanks, Gentlemen, For Agreeing With Us," quotes several newspaper articles and editorials commenting favorably on the excellent quality of current motion picture product, and points out that the editorials are confirmation of recent COMPO ads.

Miscellaneous

In The Newsreels

IN ALL FIVE:

Midwestern U.S.A.: President Eisenhower campaigns for G.O.P. candidates.

IN ADDITION TO THE ABOVE:

MOVIEZONE NEWS (Vol. 37, No. 80) Northwest Germany: Atom gun feature of NATO maneuvers. Newark, N. J.: Firemen test aluminized fabric. England: Supersonics try flattop landings. England: Ancient temple found in London. Football: Notre Dame defeats Texas; South Carolina upsets Army.

NEWS OF THE DAY (Vol. XXVI, No. 210) Island of Quemoy: Guns roar reply to Red China. Washington: Committee votes censure for McCarthy. Northwest Germany: Atom gun feature of NATO maneuvers. San Francisco: Jack LaLanne swims Golden Gate underwater. Football: Notre Dame defeats Texas; South Carolina upsets Army.

PARAMOUNT NEWS (No. 13) Washington: Committee votes censure for McCarthy. The Netherlands: Dutch Parliament opens. San Francisco: Jack LaLanne swims Golden Gate underwater. Football: Florida noses out Georgia Tech; Notre Dame defeats Texas.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 608) The Netherlands: Dutch Parliament opens. Indo-China: Refugees flee Reds. Fort Eustis, Va.: Largest plastic boat shown. Allentown, Pa.: Toddler togery. Football: Notre Dame defeats Texas; Michigan tops Washington.

WARNER PATHE NEWS (Vol. 26, No. 15) Washington: Committee votes censure for McCarthy. The Netherlands: Dutch Parliament opens. England: Ancient temple found in London. India: Nehru confers with Indonesian Premier at New Delhi. Monmouth Park, N. J.: "Closed Door" wins U.N. handicap. San Francisco: Jack LaLanne swims Golden Gate underwater. Football: Penn State upsets Illinois.

IN ALL FIVE:

New York City: Newsmen freed by Reds home.

IN ADDITION TO THE ABOVE:

MOVIEZONE NEWS (Vol. 37, No. 79) New York City: U.N. Assembly bars Red China admission. Jefferson City, Mo.: Prison riot. Korea: 25th Division leaves for Hawaii. Gulf of Mexico: Skin divers in oil search. Austria: GI's in sports festival in Vienna. Bavaria: Festival.

NEWS OF THE DAY (Vol. XXVI, No. 209) Jefferson City, Mo.: Prison riot. Gulf of Mexico: Skin divers in oil search. Korea: 25th Division leaves for Hawaii. Newark, N. J.: Fire eaters. Argentina: Dempsey and Firpo honored by Peron. Baltimore, Md.: Bunion derby.

PARAMOUNT NEWS (No. 12) Jefferson City, Mo.: Prison riot. West Orange, N. J.: Edison honored as motion picture founder. Argentina: Dempsey and Firpo honored by Peron. France: European featherweight championship in Paris. Hollywood and New York City: Dual premiere.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 607) New York City: U.N. Assembly bars Red China admission. France: Worst Paris fire since war. West Orange, N. J.: Edison honored as motion picture founder. Gulf of Mexico: Skin divers in oil search. Argentina: Dempsey and Firpo honored by Peron. Yakima, Wash.: Audie

Reade Files Suit For Contract Breach

TRENTON, N. J.—Suit was instituted last week in the New Jersey Superior Court by Walter Reade, Jr., circuit president, against William Scully, former U-I vice-president in charge of distribution; James J. Thompson, operating head, Eastern Drive-In Theatres; and Monroe E. Stein, industry anti-trust attorney.

The complaint alleges that Scully, Thompson, and Stein agreed to sell Reade the Totawa Drive-In, Union Drive-In, Morris Plains Drive-In, Brunswick Drive-In, Shore Drive-In, and Fly-In Drive-In, all in New Jersey, then breached the contract and refuse to perform according to its terms. Reade, alleging that he had tendered the purchase price and had offered to comply with the terms of the contract, is suing for specific performance of the contract, or, as an alternative, asks for monetary damages of \$1,000,000.

Murphy goes on jeep holiday.

WARNER PATHE NEWS (Vol. 26, No. 14) Japan: H-bomb kills first victim, who does in Tokyo hospital. New York City: U.N. Assembly bars Red China admission. Jefferson City, Mo.: Prison riot. Gulf of Mexico: Skin divers in oil search. Niagara Falls, Ont., Canada: Honeymoon city's golden jubilee. Argentina: Dempsey and Firpo honored by Peron. Football: Southern California defeats Washington State. Exclusive: Horses try four-footed soccer.

Technicolor Reports Increased Earnings

NEW YORK—Dr. Herbert T. Kalmus, president and general manager, Technicolor, Inc., announced last week that the board declared a dividend of 25 cents a share on the new \$1 par common stock and 50 cents a share on the old no-par common stock not exchanged. The dividend is payable on Oct. 22 to stockholders of record at the close of business on Oct. 8, 1954.

Dr. Kalmus further reported a sharp upturn in the consolidated earnings of Technicolor, Inc., for the third quarter of 1954. The consolidated net profit after taxes for the three months ended on Sept. 30 is estimated to be \$767,560, equivalent to 40 cents a share on the new stock outstanding. This compares with \$495,500, or 25 cents per share, for the same quarter of 1953. The bright picture is expected to continue.

Dr. Kalmus stated, "The favorable showing . . . indicates that Technicolor has turned the corner and has successfully adapted its improved manufacturing techniques to the new requirements including Cinerama, CinemaScope, Vista-Vision, and other large screen theatrical presentations."

The earnings for the fourth quarter of 1954 were estimated to be approximately like those of the third quarter, and the earnings after taxes for the year to be substantially more than \$1 per share which has been the customary dividend payment since 1949.

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To Profitable Merchandising*



MGM's "Brigadoon" lends itself to unusual tie-ups with various types of stores as indicated from the above obtained during the engagement of the film at New York City's Radio City Music Hall. From left to right are seen windows of the British Irish Railway Company; the Emily Shop window on Fifth Avenue with a wedding gown highlighting the display; the G. Schir-

mer music store at 3 East 43rd Street, where the RCA album and sheet music surrounded stills from the picture; and one of several stationary stores, American Blue Print Shop, 47th Street west of Fifth Avenue, with stills in binders as well as other central locations in the window, which also featured appropriately, Scotch Tape. The displays aroused interest.

Songs Aid Selling, RKO Producer Says

NEW YORK—"The importance of at least one song in a picture for its exploitation value cannot be too strongly emphasized," producer Allan Dowling said last week. Dowling's latest venture as an independent producer, "This Is My Love," will be released by RKO on Oct. 27.

The producer revealed that the title of his RKO release had been changed many times since its adaptation from Hugh Brooke's story, "Fear Has Black Wings." The final title was finally decided upon because of the song, "This Is My Love," by Brooke and Franz Waxman, which Connie Russell sings in the melodrama. "We decided that this would be a means to a great deal of extra publicity and advertising," Dowling explained.

He went on to point out that there would be publicity possibilities in music and record publications, on radio and television through records and bands, with subsequent exploitation tie-ups with record companies, and displays in music and record stores, windows and departments. "The exploitation angles with a song that bears the same title as your picture is almost endless," the producer stressed. "Every picture I make in the future will have at least one song in it."

Contest Boosts "Shield"

NEW YORK—An expense-paid weekend at the Hotel Concord in the Catskills and 10 pairs of passes to Universal-International's "The Black Shield Of Falworth" will be awarded for the best letters on

Clooney Boosts "Christmas"

NEW YORK—Promotion of Irving Berlin's "White Christmas," already implemented by Berlin and star Danny Kaye, now is being joined in by another contributor to Paramount's first VistaVision production, Rosemary Clooney.

More than 1800 radio and television disc jockeys are receiving from Clooney a series of letters calling attention to what she describes as the "truly wonderful" score Berlin wrote for "White Christmas."

The singing star also reminds the disc jockeys that Columbia Records is releasing two of the songs from the picture, "Love You Didn't Do Right By Me" and "Sisters," which Clooney recorded with her own sister Betty, a very popular vocalist in her own right.

In her letters, Clooney also discusses the picture itself, VistaVision, the new Paramount production and screen presentation process in which it was made, and the talents of her co-stars, Bing Crosby, Kaye, and Vera-Ellen.

Available to theatres through National Screen Service, the "White Christmas" color stills, featuring scenes from the Technicolor musical production, were prepared in conjunction with Paramount's plans to vitalize the merchandising of VistaVision films with forceful new ticket-selling methods.

The vividly colorful, strikingly attractive "White Christmas" stills were designed for lobby and tie-up display purposes and various other merchandising uses.

"Why My Parents Are An Ideal Couple."

The contest is being conducted in conjunction with the New York premiere of "The Black Shield Of Falworth," starring Tony Curtis and Janet Leigh, U-I's first Technicolor CinemaScope production which will have its New York premiere at Loew's State today (Oct. 6).

The contest stems from the fact that Curtis and Leigh are regarded as film-dom's ideal couple. Entries should be sent to "Black Shield Of Falworth," 445 Park Avenue, Room 503, New York 22, N. Y.

Billboards Promote New Disney Film

NEW YORK—Using outdoor advertising for the first time, Walt Disney will cover national markets coast to coast during September for his first full-length live-action CinemaScope Technicolor film, "20,000 Leagues Under The Sea," based on the Jules Verne classic and starring Kirk Douglas, James Mason, Pete Lorre, and Paul Lukas.

The September showing, appearing more than three months before the scheduled release of the film for Christmas of 1954, represents a new outdoor technique on the part of the Disney organization. The customary practice among producers is to schedule their outdoor coverage to precede immediately and run currently with the local showing. By using outdoor advertising well in advance of the actual showing of "20,000 Leagues," Disney aims to build up a strong backlog of interest and anticipation.

The 24-sheet poster, designed by Disney's agency, C. J. LaRoche and Company, creates an eerie effect with its title letters in radiant red Day-Glo print superimposed over a background of undersea divers and sea monsters.

Filmed with special marine cameras beneath the waters of Nassau in the Bahamas, at a cost of more than \$5,000,000, "20,000 Leagues Under The Sea" is the most costly and most ambitious film location expedition in recent years.

The new Disney production exploits widespread public interest in underwater exploration. Newspapers and magazines have been telling about the new atomic-powered submarine, the "Nautilus," as well as the great scientific expeditions of Cousteau, Barton, and Professor Piccard. The popular success of Rachel Carson's "The Sea Around Us" and the phenomenal sales of such under water gear as snorkels, swim fins, spear guns, and aqua-lungs all provide a receptive atmosphere for Disney's new production when it goes into release.

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NEWS OF THE

Territory

**New York City
Crosstown**

Lefcourt Amusement, Inc., has taken over operation of the Savoy, Bronx. Island Theatre Circuit will do the buying and booking.

With the addition this year of the Mayfair, Asbury Park, N. J., Walter Reade Theatres will launch the fourth season of "Curtain at 8:40," it was announced by Walter Reade, Jr., circuit president. One night a week, for six or more weeks, nine Walter Reade theatres in as many New Jersey and New York communities, will cancel their regular film shows to present one performance of a foreign film, plus a specially selected short subject. The Mayfair, the circuit's 2,000-seat flagship in Asbury Park, joins the "Curtain" roster for the first time this fall, with the American Legion, Bradley Beach, N. J., sponsoring the opening show. Other theatres presenting the series will be Community, Toms River; Paramount, Long Branch; Carlton, Red Bank; Majestic, Perth Amboy; Paramount, Plainfield; and Community, Morristown, all in New Jersey; and Broadway, Kingston, and Community, Saratoga Springs.

A children's premiere party given for some 2000 children of some typical New Yorkers and children of celebrities will mark the opening of Michael Myerberg's full-length feature musical fantasy, "Hansel and Gretel," in color by Technicolor, at the Broadway on Oct. 10 at 2:30 p.m. for the exclusive benefit of the Mary MacArthur Memorial Fund of "The March of Dimes," it was announced by Arthur Gray, Jr., president, Michael Myerberg Productions, Inc.

A daughter, Nancy Susan, was born at Lenox Hill Hospital to Lois Halpern, wife of Ben Halpern, assistant to United Artists' foreign publicity manager Sam Cohen. The child is the Halperns' second. . . . A special invitational showing of RKO's "Africa Adventure" for members of the Explorers Club was held at the Trans-Lux Normandie. . . . Russell Holman, Paramount manager, was back from Europe. . . . Pilade Levi, Paramount general manager in Italy, came in from Rome for home office conferences, and Robert A. Pratchett, Paramount manager in Cuba, arrived from Havana.

Following private screenings of Michael Myerberg's production, "Hansel and Gretel," for His Eminence Francis Cardinal Spellman, it was decided to hold a special preview screening of the film at the Broadway for some 2,000 members of the educational staff of the New York Archdiocese, it was announced by Arthur Gray, Jr., president, Michael Myerberg Productions, Inc.



Paramount's "Sabrina" recently had its gala invitational premiere at the Criterion, New York City, and seen, left to right, are the Broadway crowds outside the theatre; Paul Raibourn, Paramount vice-president, and Jerry Pickman, national director of advertising-publicity-exploitation; Mrs. J. H. Owen, Arlene Whalen, and Hugh Owen, executive assistant to the Paramount Distribution vice-president. Mrs. Owen is Owen's mother.

Walter Branson, RKO's world-wide general sales manager, sailed for Europe on his first foreign sales trip since becoming global distribution chief. Branson was accompanied by Joseph Tushinsky, co-inventor, Superscope lens, for which RKO has foreign distribution rights. They will attend demonstrations of Superscope for exhibitors in various European cities.

A number of promotions and transfers involving personnel of Loew's Theatres were announced by Eugene Picker, vice-president. Murray Lenekoff, manager, Loew's State, transfers to the home office staff. James Bruno, manager, Loew's Paradise, Bronx, will take over the circuit's Broadway flagship and will be succeeded by Sig Schwartz, former manager, Loew's Gates, Brooklyn. Henry Shamp, assistant Valencia, Jamaica, becomes acting manager, Loew's Avenue B, while Inez Groething, assistant, Loew's American, becomes acting manager, Loew's Post Road. William Analante, former manager, Loew's American, was appointed manager, Loew's, Jersey City, N. J.

Robert Solomon, assistant, Loew's Orpheum, will become acting manager, Loew's Victoria during the illness of Joseph McCoy, the regular manager. When McCoy returns, Solomon will be permanently assigned. Other managerial transfers include Harold Graff, from Loew's Coney Island to Loew's Premier; Ben Newman, from Loew's Commodore to Loew's Delancey; James Napoli, from Loew's Avenue B to Loew's Commodore; Al Gutterman, from Loew's Delancey, to Loew's Coney Island; Miss Margaret Ernst, from Loew's Fairmount to Loew's American; and Joseph Beck, from Loew's Premier to Loew's Gates.

Cinerama started its third year. Since its debut two years ago, more than 9,000,000 people have paid close to \$17,000,000 to see the Lowell Thomas-Merian C. Cooper presentation, the Stanley Warner Corporation announced last week.

Spyros P. Skouras, president, 20th-Fox, left for California for a studio visit. . . . W. C. Gehring, executive assistant general sales manager, 20th-

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eyes
are
on
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Fox, returned following meetings with company field sales heads in Boston and Chicago. . . . Lothan Wolff, producer, Louis de Rochemont's "Martin Luther," returned after 16 months in Indonesia. . . . Jules Levey left for Hollywood in the interest of "Thomas Alva Edison" and early west coast openings on "The She Wolf." . . . Vieri Niccoli, publicity director for Paramount in Italy and winner of Paramount International's world-wide "The War Of The Worlds" campaign competition, arrived from Rome for the tour which was first prize in the promotion contest.

Frank J. Planas, Paramount's branch manager in Puerto Rico, arrived from San Juan on business. . . . Dr. Renzo Rufini, director, IFE's Rome office, flew back to Rome after several meetings with executives of the New York office. . . . Avv. Eitel Monaco, president, ANICA, and Dr. Franco Penotti, president, Italian Distributors Association and a member of the board of directors, ANICA, arrived from Italy for meetings with MPA with Dr. Renato Gualino, ANICA adviser on international affairs, who is already in New York.

Dr. Michele Lauria, head, Rome office, Columbia, arrived last week.

It was reported that negotiations had been completed for the purchase of the Rivoli by Louis B. Mayer, veteran industryite, for a sum in excess of \$1,000,000. The theatre has been named to house showings of Todd-AO product.

New York State Albany

The Variety Club will elect an 11-man crew on Oct. 18, and the crew will choose a chief barker, two assistant chief barkers, dough guy, and property master five days later. This was decided at the first fall get-together. Nominations for crewmen will be made from the floor. Jules Perlmutter, rounding out his second term as chief barker, said that the new officers probably will take command the first Monday in November. He explained that by advancing the election date, the group serving through 1955 would be able to formulate plans for conducting the "Denial Drive" on behalf of Camp Thatcher. In the past, the retiring officers had often arranged the "Denial" setup,



Sol Schwartz, president, RKO Theatres, and Jonas Rosenfield, Jr., vice-president, IFE, are seen with Gina Lollobrigida at the premiere of her latest film, "Bread, Love and Dreams," Paris, New York City.



Mel Konecoff, associate editor, MOTION PICTURE EXHIBITOR, is seen recently with U-I star Rock Hudson at a cocktail party the company tendered him upon his return from Ireland where he completed "Captain Lightfoot," in CinemaScope.

because there was insufficient time between the take-over by the new officers and Thanksgiving Week, the traditional collection period. The latter is no longer considered a "must" spotting, although it is certain the "kickoff" dinner will be held during November. Hearst's Times-Union cooperates with Tent 9 on publicity for the "Denial" campaign, in which the Albany County Restaurant and Liquor Dealers Association also participates. Chief Barker Perlmutter announced that he expected the report of the finance committee, headed by former Chief Barker Charles A. Smakwitz, would show the local club almost completely out of debt. "Everybody is in accord that new club quarters should be found," Perlmutter stated. He and Gene Teper are members of a committee surveying possible locations.

The Grand and Strand, Watervliet, are now operated by Peter Holcomb on lease from Jules Perlmutter. The latter still buys and books the houses, one of which is in the southern section. They are the only theatres in Watervliet, across the Hudson River from Troy. Holcomb, a former G. I. and youthful, is assisted by his mother and father. He lives in Selkirk, below Albany. The theatres are open every day except Thursday.

Stanley Warner's second-run Madison added weekday matinees during the run of "Gone With the Wind."

Alan V. Iselin, conducting the Auto-Vision, East Greenbush, reported that 10 area drive-ins collected more than \$1600 from patrons for "The March of Dimes" emergency drive, on a two-night span, with an envelope system. He said the amount was the largest raised in the campaign, and the cooperation from drive-in men was perfect. Responding to the special promotion for "The Little Kid Around the Corner" were Fabian's Mohawk and Saratoga; John Gardner's Turnpike; John and Peter Marotta's Carman; Dominick Carillo's Hudson River; Harry Lamont's Riverview; Jim Lewis' Hollywood; Bill Donato's Rustic; Joe Miller's Menands; and Iselin's Auto-Vision. Jack Goldberg, MGM resident manager, teamed with Iselin, who directed the industry end of the regular "March of Dimes" campaign in Albany last winter. . . . Serving as captains in the Community Chest drive on Film Row

B'nai B'rith, Israel Honor Balaban

NEW YORK — A testimonial dinner honoring Barney Balaban, Paramount president, for his humanitarian achievements last week launched a special campaign of the B'nai B'rith in Greater New York in support of the Jewish service organization's nationwide drive to raise \$7,500,000 through State of Israel bonds for the economic development of Israel.

Approximately 900 persons attended the testimonial in the grand ballroom of the Waldorf-Astoria Hotel and paid tribute to the film executive for his "35 years of dedicated service to B'nai B'rith and to his fellow-man."

Philip M. Klutznick, national president, B'nai B'rith, announced that more than \$1,000,000 in Israel bonds has already been sold by B'nai B'rith towards the set goal. Reservations for the dinner, sponsored by the Metropolitan Council, B'nai B'rith, were by purchase of a minimum of \$1,000 in Israel bonds.

Balaban, who received a plaque of a silver map of Israel in recognition of his efforts in rallying economic support for Israel, took a leading role in the opening of the drive by buying \$50,000 in Israel bonds, to add to a total of \$100,000 he had previously purchased. Balaban also received the B'nai B'rith President's Medal for Humanitarianism, the first to be awarded in the 111-year history of B'nai B'rith.

Ambassador Abba Eban of Israel joined with Klutznick in issuing warnings on the security and welfare of the young Middle East nation and cited Balaban's leadership as "an example for all Americans to follow."

Balaban asserted that "there is no spot on earth where freedom will be more fiercely defended than on the soil of Israel where the dignity of man was first proclaimed and nurtured." He declared that he believed Israel bonds represented a "sound investment."

Samuel Markle, chairman, Balaban Tribute committee, who presided at the dinner, paid high tribute to Balaban, and messages congratulating Balaban were received from Israel President Itzhak Ben-Zvi, Governor Thomas E. Dewey, Senator Herbert H. Lehman, Senator Irving M. Ives, and Mayor Robert Wagner.

Participating at the testimonial were numerous stars including William Holden, Grace Kelly, Martha Scott, and Eddie Fisher.

are Ray Smith, Warners; Harold Ironfeld, Jr., 20th Century-Fox; Al Marchetti, Universal-International; Frank Carroll, Metro; Ray Powers, United Artists; Milt Levins, Columbia; Bob Adler, Allied Artists; Bill Hanley, RKO; and Tom Carroll, Republic. Al La Flamme, Strand manager, is industry chairman. Ken Burch, Chamber of Commerce secretary, congratulated him on the prompt organization effected. Theatre managers are also cooperating.

Death removed the familiar figure of Danny Burns, electrician, Madison, 14



United Artists' "Suddenly" was recently given a bang-up campaign by Lester Pollock, manager, Loew's Rochester, and some highlights are shown above. On the left is a music shop window display announcing a radio contest that awarded Sinatra albums and theatre passes in a city-wide promotion. Record stores, radio, and TV stations cooperated in music promotion. In the center is illustrated a neat tie-in with a local safety campaign and the film's title. Hundreds of these special size placards were placed on street lamp standards, while, right, is a 30 x 40 blowup of rave Newsweek review used as effective lobby advance by Pollock.



The Navy Recruiting Service recently pitched in to help Bob Hynes, city manager, Walter Reade Theatres, exploit Columbia's "The Caine Mutiny" when the film played the Mayfair, Asbury Park, N. J. Hynes, right, is seen receiving members of the local recruiting office delivering the print.

years, and carpenter-electrician at Harmanus Bleecker Hall from 1913 through 1922. A Requiem Mass was celebrated in the Cathedral of the Immaculate Conception.

Gregory-Goldman Enterprises, Inc., incorporated in Pennsylvania, filed a statement here designating its New York State office for a motion picture and stage attraction production, distribution and exhibition as c/o attorneys Leon, Weill and Mahony, New York City. Pennsylvania offices are c/o William Goldman Theatres, Inc., Philadelphia.

A two-day visitor was Edward L. Fabian, executive of the circuit headed by his father, Simon H. He checked in for a periodic huddle with division manager Saul J. Ullman and for visits to Albany, Schenectady, and Troy theatres.

A new salesman, Jack Sussman, is making the rounds for Columbia. He took the place of Harvey Appell, transferred to the Boston territory after three years' service. Sussman came from Des Moines, where he had worked a year. He started from scratch in the Iowa district. Sussman, who has a wife and two children, has taken up local residence. Film Row friends honored Appell at a farewell dinner in Keeler's Restaurant, Columbia salesman Herb Schwartz arranging it, with the approval of branch manager Norman Jackter. He started with the company five years ago as booker in Detroit, going to Indianapolis from there as student salesman. Appell, who played in an army band during World War II, was advanced to full-fledged salesman before transferring to Albany. He and Mrs. Appell are parents of two small children.

Albany houses cooperated in the collection for Korea. Harry Lamont contacted Charles A. Smakwitz, Stanley Warner zone manager, and Saul J. Ullman, Fabian division manager, as well as others. Their cooperation was pledged.

Buffalo

George Maurer, head, MGM sales development, married Joan Walden. The marriage took place at St. Stephens Evangelical Church and the couple honeymooned at Niagara Falls.

Glens Falls

Erling Odell, Jr., Local 524, left the industry to accept a higher calling to become a Seventh-Day Adventist gospel minister. Odell, a veteran of 11 years in various phases of theatre operation, was formerly associated with the Mallers Brothers Circuit in Fort Wayne and Warsaw, Ind.

Schenectady

Proctor's, headquarters of Guy Graves, Fabian city manager, is already selling pasteboards for Wagner Opera Company's performance of "Madame Butterfly" on Feb. 6.

Syracuse

Sol Sorkin, RKO Keith's, had a "Susan Sleeping Beauty" contest planted with Franklin Furniture Outfitters recently on "Susan Slept Here." A live model was in a window two days and a mannequin the balance of the week. Contestants engaged in a guessing contest as to the weight of the model, bed, and bedding. This resulted in a large display window with credits for theatre and picture.

Solvay Realty and Holders Corporation and Jack Zurich, owners, two theatres in Solvay and here, have filed a

\$600,000 anti-trust suit in U. S. District Court. Solvay operated the Community, Solvay, until it suffered a fire last May, asks \$450,000 in treble damages and Zurich, who has an interest in the Solvay firm, seeks damages of \$150,000 as operator of the Midtown here. The suit alleges that the eight majors were engaged in a conspiracy in restraint of trade, aided by Eckel Schine Syracuse Corporation and Kallet Theatres, Inc., also listed as defendants.

Watertown

Lou Hart, Schine's Avon, had a good campaign on "The Vanishing Prairie." A special letter was sent to every school teacher in the city, each also receiving a number of study guide heralds. The Board of Education took care of the distribution which insured every teacher getting a packet. Every school within a radius of 30 miles also received a letter, addressed to the principal followed with a personal telephone call. Each also received material for posting on bulletin boards. A tieup was made with the regional state library which services 63 situations out of Watertown in every small community. Window cards and other material went out with

(Continued on next page)



Murray Sharf, manager, Loew's, Newark, N. J.; William S. Phillips, Loew's district manager; Sam Koomer, Loew's decorator; and Oscar A. Doob, MGM executive, recently congratulated Leonora Sharf at a cocktail party in honor of the opening interior decorating studio in New York City. Leonora is the wife of Sharf and the daughter of Mr. and Mrs. Koomer, shown with her.



Steve Cochran, feted recently with a luncheon attended by many high officials of the city of Jersey City, N. J., and representatives of Stanley Warner Management Corporation, made a personal appearance at the Stanley, Jersey City, in conjunction with the Filmmakers' "Private Hell 36." He is seen above on stage with Anthony Williams, SW district manager, Hudson County.

EYEING THE *Exchanges*

NEW YORK—U-I's bookers clerk Mary Contos has returned after a three-month vacation in Europe, where she visited relatives in Greece and toured the near east. . . . Jean Mendoza resigned to become a housewife. . . . Cashier Walter Bernard is back after illness. . . . Print booker Dick Feinstein is sporting a ring from fiancée Gladys Brownstein. . . . Marvin Friedlander, booker, was in Chelsea, Mass. . . . Head booker Jimmy Davidson had his spouse and young son up to the office.

REPUBLIC — Jarad Millan, 16mm. salesman, and his wife, Molly, became the parents of a daughter, born at Bayshore Hospital. . . . Bookkeeping machine operator Rene Goldstein resigned. She will be married soon. . . . Some of the office girls attended the "Sabrina" premiere at the Criterion.

ALLIED ARTISTS—Biller Rita Salgado is preparing for her wedding on Oct. 9. . . . Switchboard operator Doris Baruch was ill. . . . Head shipper Elias Barkey had a visit from nephew Ralph. He is the son of Samuel Joseph Barkey, noted industryite, now retired. . . . The office heard from former employee Terry Testa, now living permanently in California.

What are the facts about **CANCER** OF THE LUNG...?

JUST 20 YEARS AGO, in 1933, cancer of the lung killed 2,252 American men. Last year, it killed some 18,500.

WHY THIS STARTLING INCREASE? Our researchers are finding the answers as rapidly as funds and facilities permit—but there isn't enough money.

DOCTORS ESTIMATE that 50% of all men who develop lung cancer could be cured if treated in time. But we are actually saving only 5%...just one-tenth as many as we should.

WHY—? Many reasons. But one of the most important is not enough money . . . for mobile X-ray units, for diagnosis and treatment facilities, for training technicians and physicians.

THESE ARE JUST A FEW of the reasons why *you* should contribute generously to the American Cancer Society. Please do it now! *Your* donation is needed—and urgently needed—for the fight against cancer is *everybody's* fight.



Cancer

MAN'S CRUELEST ENEMY

Strike back—Give

AMERICAN CANCER SOCIETY



Rock Hudson was hosted by U-I recently at the Savoy Plaza Hotel, New York City, upon his return from Ireland, where he completed "Captain Lightfoot," in CinemaScope. He is seen here with U-I executives, left to right, Milton R. Rackmil, president; P. T. Dana, eastern sales manager; Hudson; James J. Jordan (rear), circuit sales manager; Alfred E. Daff, executive vice-president; Ray Moon, (rear) assistant general sales manager; Adolph Schimel, vice-president and general counsel; and Eugene Walsh (rear), vice-president and treasurer.

. . . Some of the exchangites attended a luncheon for Lou Bantle, Interstate TV Corporation, an affiliate of AA, in honor of his forthcoming marriage. . . . Booker Hank Feinstein boasts that his seven-month-old daughter, Sheryl Ann, can now stand up by herself.

MGM — Joyce Goldstein was transferred from the contract department to billing. . . . Rebecca Derderian, cashiers' department, was on the sick list. . . . Joyce Taylor, relief switchboard operator, was on vacation.

COLUMBIA — Contract clerk Frances Taylor will tell about her dancing career as guest star of disc jockey Rosita Davis on WOY.

UNITED ARTISTS—Barbara Schwartz, formerly of MGM, joined the office staff as bookers secretary. . . . Apprentice booker Dave Nathan was on the sick list. . . . Buddy Muchnick, former employee and now an exhibitor, was in booking and boasting of the Giants' victory.

20TH-FOX — Bookers assistant Sylvia Weitz and biller Alice Schwartz were feted with a Chinese luncheon in honor



Olivia DeHavilland recently landed in New York en route from Europe to Hollywood to take over her starring role in Stanley Kramer's production of "Not As A Stranger," for UA release.

of their birthdays. . . . Bookers assistant Mae Stabile is wearing an engagement ring from fiancé Anthony Lavarco,

RKO — New office assistant Monroe Greenstein attends Brooklyn College evenings, majoring in chemistry. . . . Former RKOer Norman Lareau was pictured in a physical culture magazine, discharged from the army.

PROFILE—Nat Goldberg, U-I's assistant branch manager, this year marks his 40th year with the company. Starting with 20th-Fox in 1911 as a shipper and later booker, Goldberg came to U-I after three years. Since then, he rose from booker to assistant branch head. During World War I, Goldberg served in the navy as chief petty officer. His wife, the former Kitty Giles, was switchboard operator for U-I 35 years ago when they were married. The couple own their own home in Rosedale, L. I., and have two children, daughter Natalie and son John. In his spare time, Goldberg plays a little golf and also tries his hand at gardening.

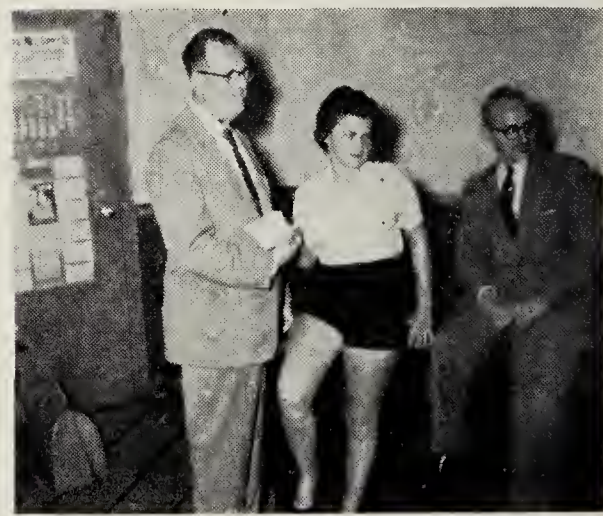
RAMBLIN' 'ROUND — Ruth Kaiser, secretary to the branch manager at Warners, was ill. . . . Favorite will play "Private Hell 36" on the RKO Circuit Oct. 6-11. . . . Jerry Schapiro, Business Education Films, sent son David to school for the first time. . . . Paramount ledger clerk Reginald Bagnall was vacationing in Virginia, where his sister lives. . . . Theatre Network Television, Inc., pioneer in the field of closed circuit television, moved to new offices on the 25th floor of 575 Madison Avenue from 515 Madison Avenue. Increased business prompted the move, Nathan L. Halpern said.

—J.A.D.

Watertown

(Continued from preceding page)

the letters. Each librarian was requested to post the material on bulletin boards and make a display of it. Special postcards were forwarded to 1,000 members of the area Fish and Game Club. The editor of the local paper gave the film some nice breaks after accepting an invitation to see it. Arrangements to have the children from a local orphanage to attend as guests of the management and see the show were good for extra newspaper publicity.



Larry Albanese, manager, SW Regent, Newark, N. J., and Edgar Goth, SW publicity department, are seen awarding a bond to the winner of a successful "Sweater Girl" contest recently held.

COLUMBIA

Fire Over Africa (716)

MELODRAMA
84M.

(Color by Technicolor)
(Made in Tangier)

ESTIMATE: Average programmer.

CAST: Maureen O'Hara, Macdonald Carey, Binnie Barnes, Guy Middleton, Hugh McDermott, James Lilburn, Harry Lane, Leonard Sachs, Ferdy Mayne, Eric Corrie, Bruce Beeby, Gerard Tichy, Mike Brendall, Derek Sydney, Jacques Cey. Produced by M. J. Frankovich; directed by Richard Sale.

STORY: Customs officials and others in Tangier are concerned over the increase in smuggling, particularly dope, and over the deaths of agents trying to investigate. The international police unit, headed by Hugh McDermott, appoints woman agent Maureen O'Hara, but before he can make contact, he is murdered. She arrives in Tangier and meets American Macdonald Carey, who runs a boat and helps her get a job with Binnie Barnes, cafe owner. She meets Leonard Sachs, wealthy Frenchman. He takes her along when he hires Carey's boat for a job in which he doublecrosses the syndicate. However, a boat of the syndicate under Harry Lane removes the cargo. Before he can kill them, they get away. O'Hara learns that Sachs has hidden away in a safe deposit box a full listing of the smuggling syndicate, and she obtains it when Sachs is killed by Lane. In trying to escape, Carey is shot, but O'Hara is able to pass the key on to another agent before she is caught. Barnes is revealed as the real syndicate leader, but she is killed by Lane when he is ordered to kill O'Hara. He takes the latter away to a beach rendezvous where Carey catches up with them as do the police. Carey kills Lane, and O'Hara then learns he is an American agent.

X-RAY: Concerning itself with intrigue, mysterious characters, and more mysterious conversations, this seems best suited for the duallers. While authentic backgrounds and settings are of assistance and of interest, this could have been made in Hollywood as far as the balance of the film is concerned. The cast, direction, and production are average. The screen play is by Robert Westerby. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Program price.

AD LINES: "Actually Filmed In Tangier—City Of Strange Deaths And Stranger Pleasures"; "A Redhead From Nowhere

MOTION PICTURE

EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

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SECTION TWO
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OCTOBER 6, 1954

And A No-Good Guy Play Winner Take All In The Casbah"; "You Always Find Their Kind Where The Forbidden Is For Sale."

Miss Grant Takes Richmond (722)

FARCE
87M.

ESTIMATE: Reissue has names to sell.

CAST: Lucille Ball, William Holden, Janis Carter, James Gleason, Frank McHugh, Gloria Henry, Arthur Space, George Cleveland, Stephen Dunne, Will Wright, Jimmy Lloyd, Roy Roberts, Loren Tindall, Ola Lorraine. Produced by S. Sylvan Simon; directed by Lloyd Bacon.

STORY: Pretty, dumb, and inefficient secretarial student Lucille Ball is hired by bookie William Holden, posing as a realty agent, as an attractive front despite the forebodings of assistants Frank McHugh and James Gleason. Ball is kept busy with a phony letter offering to buy a lot but when Holden terms the price too high, she closes a deal for \$50,000 and \$5,000 down, which he is forced to accept when she returns with boy friend Stephen Dunne, the assistant d.a., and assures legal aid from her uncle, Judge George Cleveland. Former business and amour associate Janis Carter bets \$5,000 on a 10-to-1 shot with Holden on a fixed race, about which he learns from Ball before it starts. The horse wins, and Holden decides to mulct the expectant homeowners in the project. He appoints Ball in charge, and everything breaks down, especially

when rival builder Will Wright corners vital materials. Cleveland offers his house for sale to make restitution, but Holden returns the money after promising to join Carter again. The project completed, Ball discovers he is a bookie, and fails in an attempt to strong-arm Carter, but ends up with him when McHugh and Gleason accidentally win \$50,000 on a horse race.

X-RAY: When first reviewed in THE SERVISECTION of September, 1949, it was said: "This has little in the way of story or credibility but it offers time-tested laugh situations expertly handled by Ball, Holden and a veteran cast. The name draw should help while the direction makes the most out of the laugh lines. Nat Perrin, Everett Freeman and Frank Tashlin wrote the screen play from an Everett Freeman story."

TIP ON BIDDING: Usual reissue price.

AD LINES: "The Most Hilarious Girl-Takes-Man Escapade Of Them All"; "You'll Love Lucy!"; "Brought Back For You To Enjoy Once More."

MGM

Dr. Jekyll and Mr. Hyde

MELODRAMA
127M.

ESTIMATE: Names should help reissue of familiar story.

CAST: Spencer Tracy, Ingrid Bergman, Lana Turner, Donald Crisp, Ian Hunter, Barton MacLane, C. Aubrey Smith, Peter

FIRST* in the entire trade press . . .

MOTION PICTURE EXHIBITOR . . . both in The Pink Reviews as available, and in the alternating yellow Check-Up, . . . now lists, for your booking and playing knowledge, all pertinent data on the new techniques. Included in such data are:

1. ARE PRINTS AVAILABLE IN STEREOPHONIC SOUND?
2. WHICH SCREEN ASPECT RATIOS ARE AVAILABLE ON EACH PICTURE?
3. ON WHICH 3-D PICTURES ARE 2-D PRINTS AVAILABLE?
4. IS IT CINEMASCOPE . . . VISTAVISION . . . SUPERSCOPE . . . etc.?
5. ARE THERE ANY OTHER MECHANICAL PLUS-VALUES TO HELP THE GROSS?

*AS USUAL! The most useful and "theatre-wise" services will always come from the theatremen's most serviceable weekly!

Godfrey, Sara Allgood, Frederic Worlock, William Tannen, Frances Robinson, Denis Green, Billy Bevan, Forrester Harvey, Lumsden Hare, Lawrence Grant, John Barclay. Produced and directed by Victor Fleming.

STORY: Spencer Tracy, (Dr. Jekyll), believes that he can separate man's bad side from his good side. To prove this, he takes a drug, becoming the all-evil Mr. Hyde. As Hyde, he keeps Ingrid Bergman, a bar-maid, enslaved as his mistress, beating her and making her life miserable in general. As Jekyll, he is engaged to marry Lana Turner. On the night that his marriage to Turner is to be announced, Jekyll turns into Hyde and discovers that he can no longer control the transformation. He kills Bergman, but finally meets his death at the hands of Ian Hunter, who is the only living person who knows Jekyll's secret. One song, "You Should See Me Dance The Polka," is heard.

X-RAY: When first reviewed in *THE SERVICESECTION* of September, 1941, it was said: "This is hardly boxoffice material of the spectacular variety, although the new version of Robert Louis Stevenson's classic is an impressive production and tells the story just about as well as it could be told on the screen except for a few draggy scenes. However, the fact remains that the tale is a morbid, unpleasant one, and the book and previous dramatizations and filmizations have taken the edge off to a great extent. Tracy runs the gamut and plays his role very well, while Bergman is superb."

TIP ON BIDDING: Usual reissue price.

AD LINES: "Robert Louis Stevenson's Classic Of Horror On The Screen With A Cast Of Stars"; "A Lover By Day—A Fiend By Night"; "Brought Back So You May Enjoy It Again."

A Woman's Face MELODRAMA
106M.

ESTIMATE: Reissue should benefit from names.

CAST: Joan Crawford, Melvyn Douglas, Conrad Veidt, Osa Massen, Reginald Owen, Albert Bassermann, Marjorie Main, Donald Meek, Connie Gilchrist, Richard Nichols, Charles Quigley, Gwili Andre, Clifford Brooke, George Zucco, Robert Warwick, Gilbert Emery, Henry Daniell, Sarah Padden, William Farnum, Henry Kolker. Produced by Victor Saville; directed by George Cukor.

STORY: Joan Crawford, self-confessed blackmailer, is accused of murder and is on trial. Story is unfolded through flashbacks with aid of other characters who tell their stories and how they became involved. Crawford, a woman with a scarred face, meets Conrad Veidt, falls in love with him because he disregards her deformity. Veidt, wishing to obtain a fortune, plants her as governess of a child with the sole intent of murder. Prior to this, however, during one of Crawford's blackmailing adventures, she meets Melvyn Douglas, plastic surgeon, who restores her beauty. The climax is reached when all witnesses have told their story, and it is proved Crawford did not purposely murder Veidt, but that she shot him to save the life of the child she had set about to murder. Cleared, Crawford and Douglas confess their love.

X-RAY: When first reviewed in *THE SERVICESECTION* of May, 1941, it was said: "This is all absorbing, and intensely dramatic. Crawford gives a faultless performance, and other cast members are so vital to the story and are so well directed that they fit into the complex mosaic without much effort. This should do best in metropolitan situations, but names should carry it anywhere. This was authored by Francis de Croisset."

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Lifetime Of Love And Despair Revealed In The Lines Of A Woman's Face"; "Plastic Surgery Changes A Woman's Life"; "Brought Back For You To Enjoy Once Again."

RKO

Africa Adventure DOCUMENTARY
64M.
(502)

(Color by Pathecolor)
(Filmed in Africa)

ESTIMATE: Okeh documentary.

CREDITS: Written and narrated by Robert C. Ruark; produced by Jay Bonafield; photographed by Chester Kronfield.

STORY: Newspaper columnist Robert C. Ruark and professional hunter Harry Selby leave Nairobi, Kenya, British East Africa, and head for the northern frontier, meeting tribes of natives and passing through arid lands bordering Abyssinia where water is all precious. The party takes off on the trail of one of the biggest bull elephants who has been giving the natives trouble. Ruark gets him. A huge rhino bull also falls a victim to the Ruark rifle. The camera also takes in tribal dances, a buffalo hunt, lions at ease and in action, hyenas and vultures fighting over a carcass, etc., as well as the setting of a trap for a leopard.

X-RAY: Some of the footage seen here has some new and unusual angles and it is the latter plus the matter-of-fact narration and film presentation which puts this entry into the better category. It should do okeh as lower-half filler to round out the program.

TIP ON BIDDING: Program price.

AD LINES: "His Gun Has A Way With Animals . . . They All Wind Up Dead"; "This Is The Next Best Thing . . . If You Can't Go On A Safari In Africa"; "There's Plenty Of Savage Action In This Adventure Yarn About A Newspaperman In Africa On Safari."

This Is My Love DRAMA
91M.
(504)

(Pathecolor)

ESTIMATE: Moderate programmer.

CAST: Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue, Hal Baylor, Connie Russell, Jerry Mathers, Susie Mathers, Mary Young, William Hopper, Stuart Randall, Kam Tong, Judd Holdren, Carl "Alfalfa" Switzer. Produced by Hugh Brooke, directed by Stuart Heisler.

STORY: Linda Darnell lives with her younger sister, Faith Domergue, and husband, Dan Duryea, a former dancer now paralyzed by an auto accident. She is engaged to boisterous Hal Baylor. Darnell and sister work shifts at a luncheonette owned by Duryea. Baylor introduces Rick Jason and Darnell is immediately attracted. Jason makes advances which Darnell rebuffs although she is really in love with him. When Jason meets Domergue, they fall in love. Darnell, whose jealousy has been aroused, drops hints to Duryea that his wife is being unfaithful to him. Excited when Jason calls Darnell finds that he only wanted her to give Domergue an alibi for her husband. Instead of having a date, she is asked to take care of the dinner while her sister is out with Jason. Darnell puts poison in Duryea's medicine under the assumption that her sister will be charged with murder. The scheme works out as planned except that Jason refuses to have her. Instead, he intends to fight for Domergue. Darnell goes to the police and confesses.

X-RAY: A tale of frustrated love and

domestic woe, this will have to rely on exploitation angles, of which there are plenty, and the Darnell name. The story is commonplace but the acting is generally adequate. The picture's appeal is directed toward a feminine audience which has been attuned to this type of entertainment via the soap opera. The screen play was written by Hagar Wilde and Hugh Brooke from a story, "Fear Has Black Wings," by Hugh Brooke.

TIP ON BIDDING: Program price.

AD LINES: "He Came Out Of Nowhere And Brought Love And Death With Him"; "A Lonely Frustrated Woman's Desperate Attempts To Find Love By Any Means At Her Command"; "She Committed Murder For The Man She Loved But He Didn't Even Love Her."

20TH-FOX

Woman's World COMEDY DRAMA
94M.
(421)

(CinemaScope)
(Print by Technicolor)

ESTIMATE: Headed for the better money.

CAST: Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde, Elliott Reid, Margalo Gillmore, Alan Reed, David Hoffman. Produced by Charles Brackett; directed by Jean Negulesco.

STORY: Automobile magnate Clifton Webb seeks a successor from the ranks to fill the spot of the late deceased sales manager. The top three from the sales staff are invited to New York with their wives to be looked over. There arrives Cornel Wilde and his wife, June Allyson, who is fearful he will win and they'll have to leave Kansas City; Van Heflin and his wife, Arlene Dahl, from Texas, with Dahl wanting the job for him so that she can remain in New York; and Fred MacMurray and his wife, Lauren Bacall, who plans on leaving him when this is all over feeling that he is married to ambition. Allyson shows little finesse, blundering clumsily through food and conversation. MacMurray tries to make up with Bacall, even offering to give up the job. Dahl plays up to Webb to insure Heflin getting the job. Webb calls in his sister, Margalo Gillmore, to invite the sextet up to a weekend after they sightsee and the men tour the plant. Wilde informs Webb that he thinks his wife and home more important than the job, whereas MacMurray admits he wants it very badly. Heflin only wants it if he merits it. Prior to the decision, Dahl corners Webb and tries to find out his decision. He tells her that Heflin will not get the job despite her kiss. She frounces out, admits her efforts to Heflin and informs him she was responsible for his past success, whereupon he sends her packing. When Webb learns of this, he changes his mind and appoints Heflin to the job. The others are pleased, with MacMurray and Bacall definitely reconciled and Allyson and Wilde now being able to return to Kansas City.

X-RAY: There's fun, lavish surroundings, wonderful glimpses of New York City seen through the eyes of the CinemaScope cameras, fine color, good dramatic scenes, touches of romance and comedy, and fine performances here. It's the kind of film that should please most audiences with its qualities of entertainment. The song, "Woman's World," is heard throughout. The screen play, by Claude Binyon, Maty Loos, and Richard Sale, holds interest throughout. The screen play is based on a story by Mora Williams.

TIP ON BIDDING: Better price.

AD LINES: "Three Wives Go After One Job For Their Husbands But With Different Techniques"; "It's Men Vs. Women In A 'Woman's World'"; "Lots Of Fun . . . This World Full Of Different Types Of Men And Women And All In Cinema-Scope."

UNITED ARTISTS

The Barefoot Contessa

DRAMA
128M.

(Figaro)
(Color by Technicolor)
(Filmed in Italy)

ESTIMATE: High rating.

CAST: Humphrey Bogart, Ava Gardner, Edmond O'Brien, Marius Goring, Valentina Cortesa, Rossano Brazzi, Elizabeth Sellars, Warren Stevens, Franco Interlenghi, Mari Aldon, Alberto Rabagliati, Enzo Staiola, Maria Zanoli, Renato Chiantoni, Bill Fraser, John Parrish, Jim Gerald, Diana Decker. Supervisor of production Forrest E. Johnston; written and directed by Joseph L. Mankiewicz.

STORY: In a cemetery in the Italian Riviera, a crowd waits for a priest to finish the ritual and amongst the crowd stands Humphrey Bogart, film director and writer. His thoughts return to the first time he met Ava Gardner, the reason for the funeral, in Madrid in a small cafe three years before, where wealthy Texan Warren Stevens, who has decided to produce pictures, comes to look at Gardner for a possible lead. Along are press agent and general handyman Edmond O'Brien and Bogart, a once big-time director-writer. When Gardner refuses to come to Stevens' table, Stevens forces Bogart to get her. They like each other but she dislikes Stevens and refuses his offer. Bogart is told to bring her to Rome for a test or else. He does so and she becomes a star. Bogart returns to the big time. As her films are being distributed, her father kills her mother. Despite pressure, she goes to his defense and he is freed. She emerges a bigger star than ever. At a party, Marius Goring, another multimillionaire, makes an effort to take Gardner away from Stevens and succeeds when the latter forbids her to go yachting. O'Brien, fed up with Stevens, jumps at the chance to leave Stevens and do public relations for Goring. The latter discovers, as did Stevens, that Gardner is untouchable, but he likes other people to think that she belongs to him. In the gambling casino, he fights with her and she walks out on him on the arm of count Rossano Brazzi. He asks her to marry him. Bogart gives the bride away, but feels there is something more to be told. On the wedding night, Brazzi informs Gardner that he cannot consummate the marriage. Several months later, she comes to Bogart and informs him that she has found a way to make Brazzi happy and that she is going to have a baby which will perpetuate the line. He warns her to beware, but she ignores it. When she leaves, he notices a car following and he follows as well. He arrives in time to hear two shots come from the servants' quarters. Brazzi has killed her and her lover to whom she came to bid goodbye. At the conclusion of the services, a police escort takes Brazzi away while Bogart's assistant urges him to return to the work of making their film.

X-RAY: Director-writer Joseph Mankiewicz has turned out another fine drama, seemingly headed for a place among the industry's better efforts and one that should receive the overwhelming consideration of audiences at the boxoffice. By indirection and apt dialogue, he has taken what might have been an ordinary

story handled by others and turned out an absorbing piece of entertainment. Tops are Gardner, Bogart, O'Brien, and Brazzi, more than ably supported by the cast. Maximum aspect ratio 1.75-1.

TIP ON BIDDING: Higher bracket.

AD LINES: "She Had The World At Her Feet, But Was A Lonely Woman Until The Right Man Came Along"; "The Story Of A Woman, Her Desires, And The Men In Her Life"; "She Had A Way With Men . . . The Wrong Ones."

WARNERS

A Star Is Born (403)

DRAMA WITH MUSIC
182M.

(CinemaScope)
(Color by Technicolor)

ESTIMATE: High rating.

CAST: Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan, Lucy Marlow, Amanda Blake, Irving Bacon, Hazel Shermet, James Brown, Lotus Robb, Richard Webb, Sam Colt. Produced by Sidney Luft; directed by George Cukor.

STORY: At a benefit, star James Mason arrives drunk and studio head Charles Bickford instructs publicity director Jack Carson to keep him from going on, and arranges to have the next attraction, a band, moved up, but Mason goes on as singer Judy Garland finishes her number. She guides him off to applause. She manages to elude him. Later, he is convinced she is star material and convinces her to go with him for a test at the studio. The next morning, he is whisked off to do some location filming and can't remember her address. Meanwhile, forced to look for means of earning a living, she does a TV commercial, which is how he traces her. He does get her a test and she is signed to a term contract and plays bits. She is set in a musical as star and emerges as a star. Mason and Garland get married, and Bickford is forced to drop Mason. While Garland becomes bigger, he renews his drinking habits and shows up drunk as Garland wins an Academy Award. He later seems cured until he hits the bottle again, is arrested, but is paroled in the custody of Garland. She tells Bickford she is retiring so that she can be with him all the time, but Bickford warns her there is no cure for Mason. The latter overhears, tells Garland he is going for a swim, and never returns. Garland refuses to see anyone until she is convinced that Mason really died so that her career wouldn't be destroyed. She agrees to appear at a benefit.

X-RAY: This impressive entry has some of everything in the way of entertainment, a moving love story, wonderful musical presentations and production numbers, a look at Hollywood at work with its intriguing backgrounds, comedy, and color which when coupled with excellent performances, direction, and production certainly puts this in the outstanding entertainment class. It should prove really big, both as to boxoffice and as to public acceptance and reaction. Garland is a master of all things musical and is also excellent in the dramatic sequences while Mason turns in one of his finest performances. Bickford and Carson add much with their support. While the picture is of extraordinary length, it is solid entertainment. Among the tunes heard are "The Man That Got Away," "It's A New World," "Gotta Have Me Go With You," "Here's What I Am Here For," "Someone At Last," "Lose That Long Face," and old favorites. The screen play is by Moss Hart, based on a screen play by Dorothy

Parker, Alan Campbell, and Robert Carson, which, in turn, is based on a story by William A. Wellman and Robert Carson.

TIP ON BIDDING: Higher bracket.

AD LINES: "One Of The Great Screen Presentations Of All Time"; "An Entertaining Evening At The Theatre"; "This Has Everything That Is Tops In Entertainment."

FOREIGN

Angelika

DRAMA
99M.

(Brenner)
(German-made) (English titles)

ESTIMATE: Satisfactory entry for the art houses.

CAST: Maria Schell, Dieter Borsche, Heidemarie Hatheyer, Carl Wery, Otto Gebuhr, Franz Schafheitlin, Gerd Brudern, Lina Carstens, Claire Reigbert, Adrian Hoven, Marianne Koch, Gustav Waldau. Produced and directed by Friedrich A. Mainz.

STORY: Maria Schell, frail daughter of a wealthy industrialist suffering from an incurable disease, is given only a few months to live. When the heart broken father learns from nurse Heidemarie Hatheyer that a doctor friend is working on a cure for the disease, he immediately sends for him. The doctor, Dieter Borsche, gives the girl temporary relief but there is little hope that he can find the cure in time. Borsche remains at the house where a special laboratory is set up for him, and he works feverishly. Schell has fallen in love with her benefactor unaware that he is engaged to Hatheyer. Realizing his daughter's love, Carl Wery, the father suggests a token marriage since little hope is held for the girl's recovery. Hatheyer concurs and the doctor asks Schell to be his wife. Ecstatically happy, Schell believes she is well. Hatheyer returns to her studies and gets her doctorate. Borsche's experiments are successful, and a serum is discovered to cure Schell. Hatheyer realizes that she has lost Borsche forever and tells Schell the whole story. The doctor now realizes that he is really in love with Schell. Hatheyer returns to find consolation in her work in a new hospital built by Wery.

X-RAY: This German import plays up sentimentality to the hilt and a talented cast manages there roles and situations neatly. Maria Schell as the ailing girl has a beautiful charm that ingratiates her to the audience and the rest of the cast turn in fine performances. On the strength of the acting and other ingredients this should be satisfactory for art houses or those spots where German films are popular. Thea Von Harbou wrote the screen play.

AD LINES: "He Married Her Out Of Pity And It Turned To Love"; "Maria Schell Has A Singular Charm That Will Captivate Everyone"; "A Moving And Dramatic Tale Of A Girl Doomed To Death And Longing For A Few Moments Of Happiness."

City Of Violence

MELODRAMA
85M.

(Waldman)
(Italian-made) (English dialogue)

ESTIMATE: Routine melodrama for the lower half.

CAST: Maria Montez, Alan Curtis, Massimo Serato, Mirella Uberti, John Sohnker. Produced by William Szekely; directed by John Wolff.

STORY: A mysterious young man, Massimo Serato, escapes from prison intent upon revenging himself on the man who

had framed him for a crime he did not commit. He learns the whereabouts of the man, Alan Curtis, in a local cafe where Curtis is paying attention to a dancer, Maria Montez. He learns that Curtis is about to kill Montez and frame another man. Serato kills him, and the local underworld of which Curtis was a member becomes insensed. They, along with the police, are searching for him. However, Montez who has fallen in love with him, gives him asylum in her house. Weary of being locked up, he leaves and meets Mirella Uberti, daughter of the underworld leader. They fall in love, rousing the jealous Montez. The police arrest Serato, but before he can be brought to trial he is kidnapped by the underworld gang and tried by them. Through the intercession of Umberti and Montez he is cleared. When Montez hears that Serato has asked for permission to marry Uberti, she kills her lover in rage. The police close in on the underworld gang and wipe them out.

X-RAY: A stock exploitation melodrama, this Italian entry involves a goodly amount of intrigue, violence, and action. A plot that takes place in the back streets of Naples controlled by a local underworld gang resolves itself in a routine manner, while the late Maria Montez offers some spiciness as the dance hall queen. This should be satisfactory for the exploitation spots or for the lower half. Jesse L. Lasky, Jr., and Louis L. Gittler wrote the screen play.

AD LINES: "Terror On The Back Streets Of Naples"; "Every Type Of Sin Flourished In The City Of Violence"; "A Suspense Packed Tale Of Revenge And Murder."

Ugetsu

DRAMA FANTASY
96m.

Harrison and Davidson
(Japanese-made) (English titles)

ESTIMATE: Good Japanese film for the art spots.

CAST: Machiko Kyo, Masayuki Mori, K. Tanaka, Mitsuko Mito, Sakae Ozawa, Sugisaku Aoyama, Ryonsuke Kagawa. Produced by Masaichi Nagata; directed by Kenji Mizoguchi.

STORY: Masayuki Mori, a potter in a small Japanese village, becomes greedy for the high profits of war. His wife begs him to think of his family and not travel to the city as the warriors of a feudal lord are sacking most of Japan. On his return from one successful trip, he builds a fire and gets ready to bake his dishes when the soldiers attack the village. His wife begs him to flee, but he decides to wait until the pottery is baked. Once this is done, he leaves his wife in the mountains, for safety, and goes off with a business associate, Sakae Ozawa, and the latter's wife. Arriving in the city, he sells his work for handsome profits, and it wins the approval of a beautiful, mysterious woman, Machiko Kyo. She invites him to her house, where, under a spell, he marries her. Meanwhile, Ozawa anxious to become a warrior himself, buys a suit of armor, kills a noted samurai, and receives an appointment to lead an army. His wife, abandoned, takes to prostitution, and he decides to forego his dreams of glory and go home. Mori is very happy as the husband of Kyo, but he is aware that she is very elusive. A priest warns him that she is a demon, and in a rage, he burns her house down and she disappears. Returning home, he imagines that his wife greets him, but is informed that she had been killed. Repentant, he promises her spirit that he will work hard not for greed and profit but for their son.

X-RAY: A good successor to "Rashomon," this Japanese import is a gripping and exciting film. Like its predecessor, it

offers an eery, exotic, and very lyric atmosphere. A unique musical score and an appealing performance from Machiko Kyo adds to its merits. However, because of the involvements of plot and subplot, it requires some concentration to follow. It would be best geared for art houses where the fact that it won the grand prize at the Venice Film Festival may be of some exploitation value. The screen play is by Matsutaro Kawaguchi and Yoshikata Yoda.

AD LINES: "The Venice Film Festival Award Winner"; "Japan's Great Actress In A Successor to 'Rashomon'"; "She Was An Evil Demon . . . He A Willing Captive To Her Charms."

MISCELLANEOUS

Hansel And Gretel

NOVELTY
70m.

(Myerberg)
(Color by Technicolor)

ESTIMATE: Puppet entry is packed with selling angles.

CREDITS: Voices: Anna Russell, Mildred Dunnock, Frank Rogier, Delbert Anderson, Helen Boatright, Apollo Boys' Choir, Constance Brigham. Directed by John Paul; photographed by Martin Munkacsi

STORY: This tells the familiar fairy tale of "Hansel And Gretel."

X-RAY: In attempting to satisfy both child and adult with his production, Michael Myerberg succeeds only partially. Were the dialogue wholly spoken, youngsters might have been satisfied for then they could have followed the story and situations with ease. As it stands now, much of the dialogue is sung, with much of it not understandable and attention begins to wander. However, there is much that is beautiful in the production and some of the puppets turn out fine. Then, too, the fairy tale has stature through the years so that no doubt there will be a waiting audience. It boils down to this. If one plays it, don't expect all-time records to be broken, but the results may be pleasing with some extra effort and selling. The original play is by Adelheid Wette, adapted for the screen by Padriac Colum. The musical score is by Humperdink. To be heard are "Gretel, Come And Dance With Me," "Children's Prayer," and "Mousie, Mousie, Who Is Nibbling On My Housie."

AD LINES: "One Of The Great Fairy Tales Of All Time"; "A Fairy Tale For Youngsters And Oldsters Alike"; "Children Everywhere Will Love This Fairy Tale In Color By Technicolor."

The Shorts Parade

TWO REEL

Art

PAUL GAUGUIN. Pictura Films. 13m. Gauguin, the French expressionist painter never felt accepted for his art in his own country. What is more he sought a simpler type of people to portray in his paintings. After painting for a time in rustic Brittany he escaped from civilization and headed to the South Sea islands where in self-imposed exile he suffered extreme poverty but continued to paint profusely the violent harmonies of his new surroundings. GOOD.

Musical

GOIN' STRONG. U-I—Musical featur-

ettes. 14m. Benny Strong and his Orchestra are featured here. He opens the show with a vocal version of "That Certain Party" Gloria Stewart, Cambren Cottrell, and Bernard Press join for a gimmick song "You'll Never Get Away." Strong comes back to sing "Last Night On The Back Porch" and is joined by band members for a bright little number, "One Finger, One Thumb." Press and Stewart join with Strong for a trio of "Red Hot Henry Brown" and "Sweet Georgia Brown." As a finale Strong and his orchestra play "Margie" in various styles ranging from sentimental to jazz. A high spirited musical featurette this should be popular among the younger set. GOOD. (9310).

Serial

GHOST RIDERS OF THE WEST. Republic Serial, 12 Episodes. Robert Kent, Peggy Stewart, LeRoy Mason, George J. Lewis, Keene Duncan, Hal Taliaferro, Chief Thundercloud, Monte Hale, others. Directed by Spencer Bennet and Fred Brannon, associate producer, Ronald Davidson. Episode One, "The Avenging Spirit." 22m. When first reviewed in THE SERVICE-SECTION of November, 1945, under the original title "The Phantom Rider," it was said, "LeRoy Mason, Indian agent, is the leader of a band of outlaws looting Indian allotment monies, and terrorizing ranchers, with the aid of medicine man Tom London, who is an all around double crosser. Chief Thundercloud opposes Mason and London, and is in favor of his son's play of forming an Indian police force to keep law and order. The son, George J. Lewis, has just returned from college, and was rescued from Mason's henchmen by western doctor Robert Kent, school teacher Peggy Stewart, and an old prospector, Hal Taliaferro. Learning that ranchers and Indians are to meet at the 'Place of the Spirits' to decide on the police force, Mason and his men plan the old chief's death. Also learning of the meeting, Kent, having heard of the legend of 'The Phantom Rider,' is aided in rounding up a suitable disguise by Stewart. He saves the chief after a hectic battle, but seemingly is killed by a dynamite charge set off by Mason's men as the chapter ends. This has been given typical Republic western production, and is packed with action in practically every foot, what with hard riding, plenty of shooting, fist fighting, other thrill stuff, Indians, cowboys, etc., and it can hardly miss with those who go for this type of film fare. GOOD." (5482).

Sports

WORLD CHAMPIONSHIP FIGHT—ROCKY MARCIANO Vs. EZZARD CHARLES. UA. 21m. Jimmy Powers narrates as the cameras record the latest title fight between Rocky Marciano and Ezzard Charles outdoors at Yankee Stadium before 35,000 fans and prominent ringside spectators. Most of the eight rounds are shown with the knockdowns in the second and eighth round being shown both regular and in slow motion. It was produced by Leslie Winik. GOOD.

ONE REEL

Art

THE MYSTERY OF LEONARDO. IFE. 10m. A brief look at some of the works of the famous renaissance painter Leonardo Da Vinci is given here. Some of the characteristics of his paintings and sculptors are pointed out: his strong faces, clear molding and everpresent anatomy. However, no attempt is made to detail the descriptions and the narration is unimpressive. FAIR.

Color Cartoon

CONVICT CONCERTO. U-I—Walter Lantz Cartunes. 6m. Woody is a piano tuner who gets involved with a bank robber. While tuning an instrument a husky hood points a gun at him and asks him to hide him. The gangster hides in the grand piano and with Woody playing all the time, two mugg friends carry the piano off. A not too bright cop gives chase and after a hectic ride the crooks end up behind prison walls. FAIR. (9333).

FINE FEATHERED FRENZY. U-I—Walter Lantz Cartunes. 6m. Penniless and hungry, Woody spies an ad in the personal column of the newspaper which reads, "gorgeous gal, blond, blue eyes, rich, desires to meet young man—object matrimony." Woody flies over to the elaborate mansion where he discovers that the gal is really an old dowager. Woody tries to get a bite to eat before he escapes but is unsuccessful. He finally flees to a desert island but the dowager corners him. FAIR. (9332).

REAL GONE WOODY. U-I—Walter Lantz Cartunes. 6m. Woody, a real smooth fellow invites his gal Winny to the High School Soc Hop but Buzz Buzzard, also

eager for a date with Winny, gives him some fast competition. All evening both fellows are vieing for the gal's pleasure, and while they are arguing she rides off with the band singer. FAIR. (9331).

Educational

A LESSON IN ANATOMY. IFE. 11m. An Italian short, this attempts to explain why the human body has taken the shape it has. The answer it proposes is that of function. Every joint, bone, and muscle in the body is placed so that it will perform most functionally and economically. The human body's agility and maneuverability depends very much upon its geometric construction. GOOD.

Color Novelty

BONUS LAND. U-I—Color, Parades. 9½m. The bonus land in question is Venezuela where in the opening shots we see a school for bullfighters in session. Some of the more advanced students are seen wrestling the bulls in person. As a result of the oil riches in the country there is a building boom with Caracas, the capital, boasting many beautiful and modern buildings. Sardine and

pearl fishing, salt mining, and gold mining are some of the sideline businesses in the country that is noted first for its oil. FAIR. (9387).

Novelty

BROOKLYN GOES TO PHILADELPHIA. U-I—Variety Views. 9m. Another in the "Brooklyn" series, this highlights the important sights in Philadelphia as seen through the eyes of a Brooklyn character. Viciously belittling the city of brotherly love, this may not be appreciated by residents of that city. FAIR. (9346).

Color CinemaScope Travel

PRIDE OF THE NATION. 20th-Fox—CinemaScope Specials. 12m. This CinemaScope guided tour of the U.S. Naval Academy at Annapolis and West Point Military Academy shows some of the historic landmarks at these training grounds, aside from telling a little of the traditions and customs of the academies. The cadets are seen at drill and at the graduation ceremonies. The West Point choir is also shown as they sing "The Corps." FAIR. (7420).

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**National Release Dates,
Production Numbers On
'53-'54-'55 Features**

(This is a listing of all production numbers and release dates, as made available by the companies, on 1953-54 and 1954-55 product, accurate to time of publication—Ed.)

Allied Artists

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- 5400 Mr. Potts Goes to Moscow.....Mar.
- 5401 The Maze (2-D).....Mar.
- 5402 Fighter Attack.....Nov.
- 5403 Royal African Rifles.....Sept.
- 5404 Arrow In The Dust.....Apr.
- 5405 Highway Dragnet.....Feb.
- 5406 Jack Slade.....Nov.
- 5407 Jennifer.....Oct.
- 5408 World For Ransom.....Jan.
- 5409 Return From The Sea.....July
- 5410 Pride Of The Blue Grass.....Apr.
- 5411 African Fury.....Oct.
- 5412 Killer Leopard.....Aug.
- 5414 Laophole.....Mar.
- 5417 Security Risk.....Aug.
- 5418 Paris Playboys.....Mar.
- 5419 Bowery Boys Meet The Monsters.....June
- 5420 Jungle Gents.....Sept.
- 5422 Vigilante Terror.....Nov.
- 5423 Bitter Creek.....Feb.
- 5424 The Farty-Niners'.....May
- 5426 The Desperada.....June
- 5427 Two Guns And A Badge.....Sept.
- 5430 The Yellow Balloon.....Oct.
- 5432 The Weak And The Wicked.....July
- 5436 Six-Gun Decision.....Nov.
- 5437 Two-Gun Marshal.....Nov.
- 5438 Border City Rustlers.....Nov.
- 5439 Secrets Of Outlaw Flats.....Nov.
- The Human Jungle.....Sept.
- Tanight's The Night.....Oct.
- Danger Point.....Oct.
- Target Earth.....Oct.

(1954-55)

- S-1 Riot In Cell Block 11.....Feb.
- S-2 Dragonfly Squadron.....Mar.

Columbia

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- 701 The Caine Mutiny.....July
- 702 On The Waterfront.....Oct.
- 703 Indiscretion Of An American Wife.....July
- 704 Pushover.....Aug.
- 705 The Outlaw Stallion.....July
- 706 Pirates Of Tripoli.....July
- 707 Jungle Man-Eaters.....June
- 709 Hell Below Zero.....July
- 710 Human Desire.....Sept.
- 711 Law vs. Billy The Kid.....Aug.
- 712 A Bullet Is Waiting.....Sept.
- 715 Phffft.....Sept.
- 716 Fire Over Africa.....Sept.
- 717 They Rode West.....Sept.
- 718 Cannibal Attack.....Sept.
- 719 The Black Knight.....Sept.
- 720 Three Hours To Kill.....Oct.
- 721 The Black Dakotas.....Sept.

(Reissue)

- 708 Coroner Creek.....Aug.
- 713 Gunfighters.....Aug.
- 714 Black Eagle, The Story Of A Horse.....June
- 722 Miss Grant Takes Richmond.....Oct.

IFE

(1954-55)

- City Stands Trial.....Sept.
- Love In The City.....Sept.
- Girls Marked Danger.....Oct.
- A Husband For Anna.....Oct.

- Aida.....Oct.
- Too Young For Love.....Oct.
- Against The Wall.....Nov.
- Voice Of Silence.....Nov.
- Hurdy Gurdy.....Nov.
- Theodora, Slave Empress.....Nov.
- La Presidentessa.....Nov.
- Wayward Wife.....Dec.

Lippert

(1954-55)

- 5401 The Unholy Four.....Oct.
- 5402 Deadly Game.....Oct.
- 5403 A Race For Life.....Nov.
- 5404 Silent Raiders.....Aug.
- 5405 Thunder Pass.....Aug.
- 5406 They Were So Young.....Aug.
- 5407 Black Pirates.....Aug.
- 5409 Glass Tomb.....Aug.

Metro-Goldwyn-Mayer

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

(1954-55)

- 501 Betrayed (1.75-1).....Sept.
 - 502 Brigadoon (CS).....Sept.
 - 503 Rogue Cop (1.75-1).....Oct.
 - 504 Beau Brummell (1.75-1).....Oct.
- (Reissues)
- A Woman's Face.....Oct.
 - Dr. Jekyll And Mr. Hyde.....Oct.

Paramount

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1; SS indicates availability of stereophonic sound)

(1954-55)

- 5401 Rear Window.....Aug.
- 5402 Sabrina.....Sept.

RKO

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

(1954-55)

- 501 Susan Slept Here.....July
- 502 Africa Adventure.....Sept.
- 503 Passion.....Oct.
- 504 This Is My Love.....Oct.
- 505 Cattle Queen Of Montana.....Oct.
- 551 Hans Christian Andersen.....July

(Reissues)

- 570 Every Girl Should Be Married.....Sept.
- 571 The Window.....Sept.
- 572 She Wore A Yellow Ribbon.....Oct.

Republic

(1953-54)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- 5301 Flight Nurse.....Mar.
- 5302 Geraldine.....Apr.
- 5303 Jubilee Trail.....May
- 5304 Hell's Half Acre.....June
- 5305 Laughing Anne.....July
- 5306 Make Haste To Live.....Aug.
- 5307 Johnny Guitar.....Aug.
- 5308 The Outcast.....Oct.
- 5309 Tobor, The Great.....Sept.
- 5310 Roogie's Bump.....Oct.
- 5325 Untamed Heiress.....Apr.
- 5331 Phantom Stallion.....Mar.

20th Century-Fox

(CS indicates CinemaScope)

(1953-54)

- 401 King Of The Khyber Rifles (CS).....Jan.
- 402 Three Young Texans.....Jan.
- 403 Hell And High Water (CS).....Feb.
- 404 The Siege At Red River.....May
- 405 River Of No Return (CS).....May
- 406 Gorilla At Large (3D and 2-D).....June
- 407 Night People (CS).....Mar.
- 408 The Raid.....Aug.
- 409 New Faces (CS).....Mar.
- 410 Racing Blood.....Mar.
- 411 Prince Valiant (CS).....Apr.
- 412 The Rocket Man.....Apr.

- 413 Three Coins In The Fountain (CS).....May
- 414 Princess Of The Nile.....June
- 415 Demetrius And The Gladiators (CS).....June
- 416 Garden Of Evil (CS).....July
- 417 The Gambler From Natchez.....July
- 418 The Royal Tour of Queen Elizabeth and Philip (CS).....July
- 419 Broken Lance (CS).....Aug.
- 420 The Egyptian (CS).....Sept.
- 421 A Woman's World (CS).....Oct.
- 422 Carmen Jones (CS).....Oct.
- 423 Black Widow (CS).....Nov.
- 424 The Adventures Of Haiji Baba (CS).....Oct.
- 425 Desiree (CS).....Nov.
- White Feather (CS).....Dec.
- 426 There's No Business Like Show Business (CS).....Dec.

(Reissues)

- 440 Scudda-Hool Scudda-Hayl.....Mar.
- 441 Cry Of The City.....Mar.
- 442 Street With No Name.....Mar.
- 443 Riders Of The Purple Sage.....Mar.
- 445 Orchestra Wives.....May
- 446 Sun Valley Serenade.....May

United Artists

Crossed Swords (Mahon-Vassarotti)

- (1.75-1).....Aug.
- Down Three Dark Streets (Gardner-Levy).....Aug.
- The Diamond Wizard (Pallos) (1.66-1).....Aug.
- Malta Story (Rank) (1.66-1).....Aug.
- Victory At Sea (NBC).....Aug.
- Suddenly (Bassler) (1.75-1).....Sept.
- Khyber Patrol (World) (1.75-1).....Sept.
- The Golden Mistress (Kay-Rybnick).....Sept.
- Jesse James' Women (Panorama).....Sept.
- The Barefoot Contessa (Figaro) (1.75-1).....Oct.
- Sitting Bill (Frank) (CS).....Oct.
- The Little Kidnappers (Rank).....Oct.
- Operation Man Hunt (Feldkamp).....Oct.

Universal-International

(1953-54)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

- 401 The Glass Web (3-D).....Nov.
- 402 The Glass Web (2-D).....Nov.
- 403 Back To God's Country.....Nov.
- 404 Veils Of Bagdad (SS).....Nov.
- 405 Tumbleweed.....Dec.
- 406 Walking My Baby Back Home (1.85-1) (SS).....Dec.
- 407 Forbidden (1.85-1).....Jan.
- 408 War Arrow (1.85-1).....Jan.
- 409 Border River (2-1).....Jan.
- 410 Taza, Son Of Cochise (3-D) (2-1) (SS).....Feb.
- 411 Taza, Son Of Cochise (2-D) (2-1) (SS).....Feb.
- 412 The Glenn Miller Story (2-1) (SS).....Feb.
- 413 Ride Clear Of Diablo (2-1).....Mar.
- 414 Saskatchewan (2-1).....Mar.
- 415 Creature From The Black Lagoon (3-D) (1.85-1).....Mar.
- 416 Creature From The Black Lagoon (2-D) (1.85-1).....Mar.
- 417 Yankee Pasha (2-1).....Apr.
- 418 Ma And Pa Kettle At Home (1.85-1).....Apr.
- 419 Rails Into Laramie (2-1).....Apr.
- 420 Playgirl (1.85-1).....May
- 421 Fireman Save My Child (1.85-1).....May
- 422 Drums Across The River (2-1).....June
- 423 Black Horse Canyon (2-1).....June
- 424 Johnny Dark (2-1).....July
- 425 Tanganyika (2-1).....Aug.
- 427 Francis Joins The Wacs (1.85-1).....Aug.
- 428 Magnificent Obsession (2-1).....Aug.
- 429 The Black Shield Of Falworth (CS).....Sept.
- 430 Dawn At Socorro (2-1).....Sept.
- 431 Naked Alibi (1.85-1).....Oct.
- 432 Black Of Shield Of Falworth (2-D).....Sept.
- 481 Genevieve.....Feb.
- 482 Both Sides Of The Law.....Jan.
- 483 Project M.7.....Nov.
- 484 Hamlet.....Nov.
- 485 Always A Bride.....June
- High And Dry.....Oct.

(Reissues)

- 426 The Egg And I (1.85-1).....July
- 503 West Of Zanzibar.....July

Warners

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

(1954-55)

- 401 Dragnet (1.85-1).....Sept.
- 402 The Bounty Hunter (1.85-1).....Sept.
- 403 A Star Is Born (CS).....Oct.

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his current and future knowledge. Now imitated or adapted by most other Trade Papers, the basic method has never been improved.

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ALPHABETICAL GUIDE To 70 Features Reviewed Since The Sept. 8, Issue

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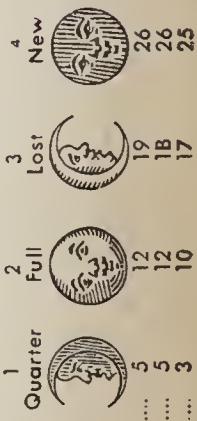
(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPETT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland The Human Jungle G. Merrill, J. Sterling	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technicolor) The Black Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technicolor) Human Desire G. Ford, B. Crawford	SEPTEMBER Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe) OCTOBER Rogue Cop R. Taylor, J. Leigh, G. Raft Beau Brummell S. Granger, E. Taylor (Technicolor) (Made in England) A Woman's Face Dr. Jekyll and Mr. Hyde (Reissues)	SEPTEMBER Sabrina A. Hepburn, H. Bogart, W. Holden OCTOBER Deadly Game L. Bridges, F. Currie, S. Silva (English-made) The Unholy Four P. Goddard Three Hours To Kill D. Andrews, D. Reed (Technicolor) Miss Grant Takes Richmond (Reissue)	SEPTEMBER Every Girl Should Be Married The Window (Reissues) Africa Adventure R. C. Rurak Documentary (Color) OCTOBER She Wore A Yellow Ribbon (Reissue) Passion C. Wilde, Y. DeCarlo (Technicolor) This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathe color)	SEPTEMBER Tabor, The Great C. Drake, K. Booth OCTOBER The Outcast J. Derek, J. Evans, J. Davis (Trucolor) Roogie's Bump R. Marriot, Brooklyn Dodgers	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Color by DeLuxe) (CinemaScope) OCTOBER Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (CinemaScope) Adventures Of Hajji Baba J. Derek, E. Stewart, A. Blake (Color) (CinemaScope) A Woman's World C. Webb, F. MacMurray, J. Allyson (Color by DeLuxe) (CinemaScope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Bassler) Khyber Patrol R. Eagan, D. Addams, J. Leigh (Color) (World) The Golden Mistress J. Agar, R. Bowe (Technicolor) (Kay-Rywick) Jesse James' Women P. Castle, J. Beutel, D. Barry (Technicolor) (Panorama)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technicolor) The Black Shield Of Falworth T. Curtis, J. Leigh (Technicolor) (CinemaScope) High And Dry P. Douglas, A. Mackenzie (English-made) (Rank)	SEPTEMBER Dragnet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Dorn, M. Windsor (WarnerColor)
NOVEMBER The Bob Mathias Story B. Mathias, M. Mathias, W. Bond	NOVEMBER The Siege (Italian-made) A Race For Life R. Conte, M. Aldon (English-made)	NOVEMBER Athena J. Powell, D. Reynolds, V. Damone (Eastman Color) (Printed by Technicolor) The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor) Tarzan And The Ape Man Tarzan Escapes (Reissues)	NOVEMBER Cattle Queen Of Montana B. Stanwyck, R. Reagan (Technicolor) (SuperScope)	NOVEMBER The Shanghai Story R. Roman, E. O'Brien The She-Wolf Kerima (Italian-made) (English titles)	NOVEMBER Black Widow G. Rogers, V. Heffin, G. Tierney (Color) (CinemaScope) Desiree M. Brando, J. Simmons, M. Oberon (Color) (CinemaScope)	NOVEMBER The Shanghai Story R. Roman, E. O'Brien The She-Wolf Kerima (Italian-made) (English titles)	NOVEMBER Black Widow G. Rogers, V. Heffin, G. Tierney (Color) (CinemaScope) Desiree M. Brando, J. Simmons, M. Oberon (Color) (CinemaScope)	NOVEMBER Four Guns To The Border R. Calhoun, C. Miller, G. Nader (Technicolor) Ricochet Romance M. Main, C. Wills Bengal Grigade R. Hudson, A. Dahl (Technicolor)	NOVEMBER Drum Beat A. Ladd, A. Dalton (WarnerColor) (CinemaScope) Track Of The Cat R. Mitchum, D. Lynn, T. Wright (WarnerColor) (CinemaScope)	NOVEMBER A Star Is Born J. Garland, J. Mason, J. Carson (Technicolor) (CinemaScope)

OBSERVATIONS
Oct. 7—Yom Kippur
Oct. 12—Columbus Day
Oct. 31—Hallowe'en

MOON PHASES
SEPTEMBER 5
OCTOBER 5
NOVEMBER 3



FILMMAKERS
Sept.—Private Hell 36—J. Lupino, S. Cochran, H. Duff

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EXHIBITOR

OCTOBER 13, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



Myers Reveals Regulation Bill

(page 9)

S'Scope, C'Scope Are Compatible

(page 10)

AND FEATURING: PHYSICAL THEATRE
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John J. Fitzgibbons, Jr., above, president, International Popcorn Association, and Fred C. Matthews, president, Theatre Equipment and Supply Manufacturers' Association, head their groups conducting the trade show at the combined conventions of TOA, TESMA, TEDA, and IPA at the Conrad Hilton Hotel, Chicago, on Oct. 31-Nov. 4, with equipment and popcorn holding the spotlight. Complete display information will be found in this special pre-convention issue.



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M-G-M's got the pictures! We'll tell you about a few of them here. Current, coming and in production, M-G-M attractions are leading the way in the industry upbeat. Bigger productions and more of them is the keynote as the World's Largest Studio works day and night to bring you Big Money Shows!

"DEEP IN MY HEART" (Color)

From its first sneak Preview, the word spread like wildfire that Leo's big new musical is something to ROAR about. Sigmund Romberg's life and songs come to the screen truly as "The Musical With A Heart" with 22 Romberg song hits from 11 of his greatest operettas presented by the most imposing roster of star entertainers ever. Jose Ferrer superb as Romberg; Merle Oberon at her best as Dorothy Donnelly; songstar Helen Traubel one of the world's great entertainers. (See balance of great cast below.) Producer Roger Edens. Director Stanley Donen. Screen play by Leonard Spigelgass.

Plus: Doe Avedon, Tamara Toumanova, Paul Stewart, Isobel Elsom, William Olvis, James Mitchell. And Guest Stars: Walter Pidgeon, Paul Henreid, Rosemary Clooney, Gene and Fred Kelly, Jane Powell, Vic Damone, Ann Miller, Cyd Charisse, Howard Keel, Tony Martin. *From the book by Elliott Arnold. Print by Technicolor.*

"BEAU BRUMMELL" (Color)

Says Film Daily: "One of the most read about movies in years. A 'feud' between cities as to which has the best dressed and most chivalrous men is snowballing around the country." One city after another protests that they have the leading "Beau Brummells." 500 newspapers published the Associated Press story of Washington, D. C.'s challenge (*White House Beau Brummells Eisenhower and Nixon*). Just part of the promotion for a terrific picture. A magnificent spectacle in color, a powerful love story starring Stewart Granger, Elizabeth Taylor, Peter Ustinov with Robert Morley. Producer, Sam Zimbalist. Director, Curtis Bernhardt. Screenplay by Karl Tunberg. *Based on the play written for Richard Mansfield by Clyde Fitch. Print by Technicolor.*

"JUPITER'S DARLING" (CinemaScope—Color)

Eye-filling spectacle, screen magic on a gigantic scale, comedy, wonderful satire, great song numbers. Dazzling scenes: Hannibal's army crossing the Alps with his elephant cavalry; the clash of armies in the attack on Rome; Roman statues coming to life for an underwater spectacle; Dance of the Elephants; and many more. Top cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, Richard Haydn, William Demarest and hundreds more. A beautiful Roman girl diverts Hannibal from his assault on Rome and falls in love thereby. Producer George Wells. Director George Sidney. Screenplay by Dorothy Kingsley. Yes, the coming darling of the screen, eye-filling in its CinemaScope and Color magnitude, is "JUPITER'S DARLING."

Based on the play "Road To Rome" by Robert E. Sherwood. Choreography by Hermes Pan. Songs by Burton Lane, Harold Adamson.

"THE LAST TIME I SAW PARIS"

(Technicolor)

A wonderful ticket-selling title. A real love story, heart-stabbing, compelling, absorbing. They meet in the chaos of V-E Day celebration in Paris. She gives him a fleeting but passionate kiss. They find each

other again and marry after a mad courtship. Engulfed by the social whirl, the drinking, the flirting, tragedy strikes. But an irresistible compulsion brings back the strayed lover to the scene of his first flaming meeting. Starring Elizabeth Taylor, Van Johnson, Walter Pidgeon, Donna Reed with Eva Gabor, Kurt Kasznar. Producer Jack Cummings. Director Richard Brooks. Screenplay by Julius J. and Philip G. Epstein and Richard Brooks, based on a story by F. Scott Fitzgerald. A screen masterpiece filmed in magnificent Technicolor in real Parisian locations.

"BAD DAY AT BLACK ROCK"

(CinemaScope—Color)

Spine-tingling suspense, the kind that makes movie hits, takes place amidst a brooding row of houses in a tiny desert town (especially constructed near Lone Pine, Cal.). Virtually every one of its handful of citizens is involved in a murder during a brutal outburst of mob violence. Four years later a stranger arrives. What happens is something for the goose-pimples. Great Cast: Spencer Tracy, Robert Ryan and Anne Francis, Dean Jagger, Walter Brennan, John Ericson, Ernest Borgnine, Lee Marvin, Russell Collins. Producer Dore Schary. Director John Sturges. Screenplay by Millard Kaufman. CinemaScope and Color give bigness to a big theme. *Adaptation by Don McGuire based on a story by Howard Breslin.*

"THE GLASS SLIPPER" (Color)

As beloved "Lili" continues to enchant New York after a year and a half, the same star, producer, director and writer (who did ballet librettos, lyrics and screenplay) have collaborated on a new triumph. Appealing Leslie Caron, Edwin H. Knopf, Charles Walters, Helen Deutsch have done it again—aided by co-star Michael Wilding with Keenan Wynn, Elsa Lanchester, Barry Jones, plus the work of dance-genius Roland Petit featuring his world-famed Ballet de Paris. Leslie Caron is utterly adorable as the lonely scullery maid who overcomes untold obstacles of poverty and mistreatment and the competition of the favored girls to win the prize catch! Drama and dance and delicious humor, sadness and sigh-inducing romance to the music of Bronislau Kaper will keep audiences enthralled and uplifted.

"ATHENA" (Color)

Aptly described as "The Nature Girl With The Body Beautiful," "ATHENA" is a refreshingly different kind of musical comedy enacted by a group of effervescent personalities who keep things fast-paced: Jane Powell, Edmund Purdom, Debbie Reynolds, Vic Damone, Louis Calhern with Linda Christian, Evelyn Varden, Ray Collins. Written by William Ludwig and Leonard Spigelgass. Produced by Joe Pasternak. Directed by Richard Thorpe. Print by Technicolor. Athena is one of seven daughters of a faddist colony and into this setting comes a pompous young lawyer who soon learns uninhibited and primitive ways of life and love. Beautiful nature girls, hilarious activities of the faddist colony, add up to an appealing love story, an attraction for young and old. *Songs by Hugh Martin and Ralph Blane.*

"THE PRODIGAL" (CinemaScope—Color)

One of the great film spectacles of all time. Lana Turner is the pagan beauty. Edmund Purdom is the prodigal son. Co-starring Louis Calhern with Audrey Dalton, James Mitchell, Neville Brand, Walter Hampden, Taina Elg, Francis L. Sullivan, Joseph Wiseman, Sandra Descher. Breathtaking scenes: Heathen Temples of the ancient Idol-Gods, Baal and Astarte; the teeming streets of Damascus and all the fabulous settings that occupy more than 400,000 square feet outdoors and four of the world's largest indoor stages. There are 18 speaking parts and in its spectacular scenes 4,000 extras are employed. Producer Charles Schnee. Director Richard Thorpe. Screenplay by Maurice Zimm. Prepare for a CinemaScope and Color attraction beyond your wildest imagination. *Adaptation from the Bible story by Joe Breen, Jr. and Samuel James Larsen.*

IN PRODUCTION!

"HIT THE DECK" (CinemaScope-Color) — Not since "Anchors Aweigh" such rollicking entertainment. Three sailors on the loose in 'Frisco meet a night club singer, an actress and the Admiral's daughter. Starring Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon, Vic Damone, Gene Raymond, Ann Miller, Russ Tamblyn with Kay Armen, J. Carrol Naish, Richard Anderson, Jane Darwell. Screenplay by Sonya Levien and William Ludwig, based on the musical play "Hit The Deck" by Herbert Fields, presented on the stage by Vincent Youmans from "Shore Leave" by Hubert Osborne. Joe Pasternak, producer. Roy Rowland, director. 14 top songs from the master, Vincent Youmans. Lyrics by Leo Robin, Clifford Grey and Irving Caesar, choreography by Hermes Pan.

"MOONFLEET" (CinemaScope-Color)—Great story of daring exploits with its background of rugged English Coast and its story of a young boy and the man he idolizes, a brooding adventure in a strangely contrasting triangle of exotic women. The cast: Stewart Granger, Viveca Lindfors, George Sanders, Joan Greenwood with Jon Whiteley, Melville Cooper. Screenplay by Jan Lustig and Margaret Fitts based on the novel by J. Meade Falkner. Producer John Houseman. Director Fritz Lang.

"IT'S ALWAYS FAIR WEATHER" (CinemaScope-Color) — Another Big musical under way. Gene Kelly, Dan Dailey, Cyd Charisse, Dolores Gray and Michael Kidd. Producer Arthur Freed. Directed by Gene Kelly and Stanley Donen. Written by Betty Comden and Adolph Green.

"INTERRUPTED MELODY" (CinemaScope-Color) — Curtis Bernhardt, director, and Jack Cummings, producer, are making a picture with the promise of "The Great Caruso." It is based on the dramatic life story of Marjorie Lawrence, opera star, who overcame disaster at the height of her career. Starring Glenn Ford, Eleanor Parker with Roger Moore and Cecil Kellaway. Written by William Ludwig and Sonya Levien.

In the Cutting Rooms: "GREEN FIRE" (CinemaScope-Color) — High adventure in the quest for an emerald mine. Filmed in South America, it stars Stewart Granger, Grace Kelly, Paul Douglas, John Ericson with Murvyn Vye and hundreds of others. Andrew Marton, director. Armand Deutsch, producer. Written for the screen by Ivan Goff and Ben Roberts. "MANY RIVERS TO CROSS" (CinemaScope-Color) — Fast-moving action picture rich with laughter, romance, suspense. Colorful background of pioneer America. Starring Robert Taylor and Eleanor Parker with Victor McLaglen, Russ Tamblyn, Jeff Richards, James Arness. Producer, Jack Cummings. Director, Roy Rowland. Screenplay by Harry Brown and Guy Trosper based on a story by Steve Frazee.

SOMETHING TO REMEMBER: Preparing "BEN-HUR" in the fabulous dimensions of CinemaScope, Color and with Stereophonic Sound!

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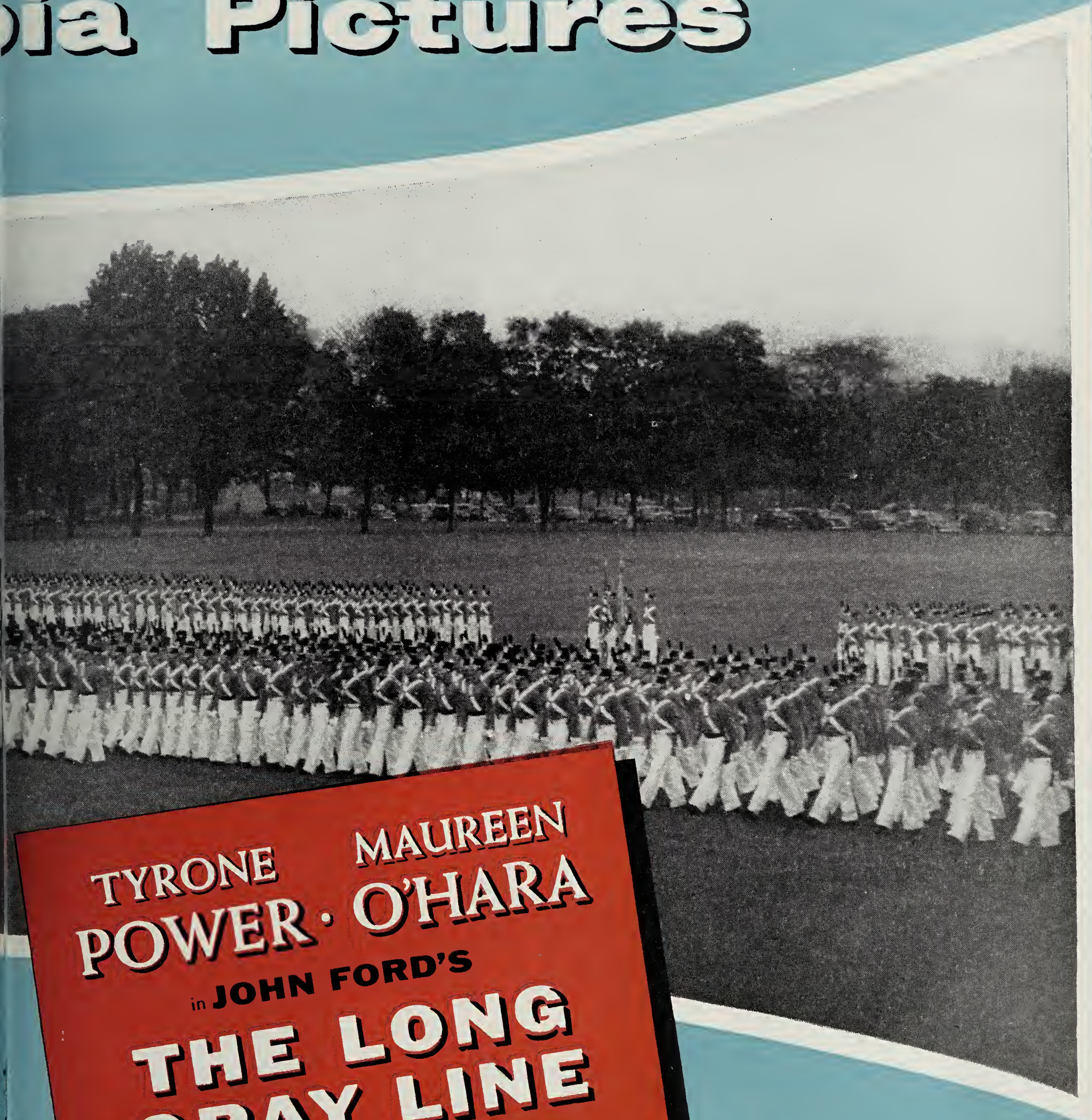


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Stands up impressively and delivers
Taut story gets into gear almost
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A series of brilliant incidents
—HOLLYWOOD REPORTER

"Pace fast, interest held tight
the way!"—HARRISON'S REPORTER

"Good film-fare that should find
a satisfactory b.o. level! Well
plotted story, suspenseful
interest-holding!"—VARIETY

"Not since 'VICE SQUAD' has there been
such a pleasant surprise! Suspense, action!
Exciting, fast-paced!"—N. Y. POST

"Exciting FBI melodrama! First-rate cast...
director has spun out the story skillfully,
creating and sustaining mystery and
suspense!"—DAILY NEWS

"Tense! Quick-paced suspense, should
please mystery fans!"—DAILY MIRROR

"Nifty bundle of excitement! Brisk
melodrama!"—WORLD-TEL. & SUN

"Excellent example of the FBI film!
Hair-raising climax high on a cliff!
All very taut and well acted!"
—HERALD-TRIBUNE

"Suspensefully spun out!"
—JOURNAL-AMERICAN



starring

**BRODERICK
CRAWFORD**

**RUTH
ROMAN**

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thru
UA

Fresh from
her hit role
in "Sabrina"

EXHIBITOR



OCTOBER 13, 1954
VOLUME 52 NUMBER 24

FIGHTING FIRE WITH FIRE

MANY A DRIVE-IN OWNER has found himself confronted with the situation where his competition adopts a \$1 a car night despite the fact that nobody benefits, even though this may be of some advantage to the concession department.

In an eastern area, one drive-in owner was about to effect with his competition a plan not to have a "\$1 a car night," but this wasn't for long. Pretty soon one drive-in held three a week, another two a week, and even week-ends were included.

The result of this was that the first named drive-in owner decided to fight fire with fire, and cut his admission to \$.50 a car. The same exhibitor is ready to go as low as \$.10 for a whole carload or let patrons in free, in an effort to restore sanity eventually, if necessary, because he believes that every person should pay an admission, including children.

It is perfectly obvious that cutthroat opposition doesn't help any one, and eventually even the patrons begin to accept cutthroat prices as no longer a bargain.

It is bad enough for exhibitors and distributors to find themselves on such a low plane of relationship as now exists in the business; exhibitors ought to make every effort to avoid the same type of situation, if only as an example to distributors, who don't ever fight one another.

A BOW TO LOEW'S

LOEW'S THEATRES this year is celebrating its Golden Jubilee, marking the 50th anniversary of the circuit's founding by the late Marcus Loew.

A lot of water has gone under the bridge in the five decades since the national theatre organization was formed, and there may be some who constantly pine for the "good old days."

Nevertheless, there is no standing in the way of progress, even though in the case of this industry, this has brought with it a reversal of fortune for exhibitors.

However, no time should be wasted on nostalgic thoughts. Nothing is going to bring back the "good old days," and it now becomes a case of adjusting to the situation, trying to make the best of things until once again exhibition can assume its proper place in the scheme of things.

Of course, this has nothing to do with the Golden

Jubilee of Loew's, but we couldn't help passing some remarks.

Loew's Theatres, generally speaking, has always had the finest relations with its competitors, and that in itself is worthy of note.

To Loew's then, along with the rest of the industry, MOTION PICTURE EXHIBITOR adds its congratulations for five decades of accomplishment.

AN OLD PRACTICE HEARD FROM

AS IF EXHIBITORS didn't have enough trouble finding pictures to keep their houses open, there now comes word of what is not a new situation in this business, wherein an exhibitor who has advertised a first-run in two key cities is suddenly told that the largest metropolis in the area, 60 miles away, has bought the film and that he must pull out his date until the larger town plays it, with only four days notice.

There used to be a time when there was a publicity advantage in following the largest city in an exchange area, but those days are gone forever. Records prove it. No one expects people to drive 60 miles to see a film since patrons are quite conscious of the fact that local theatres soon play any films available.

What is particularly discouraging about this situation is that the feature in question was just of program grade, but the distributor pulled the show from the smaller towns anyway. It could never happen were it not for the paucity of features being released.

Such a happening hardly makes for better exhibition-distribution relations.

A DIFFERENCE OF OPINION

THERE PROBABLY was a good deal of eyebrow lifting when exhibitors learned of a statement attributed to Bob O'Donnell, Interstate Theatres executive, who said he was not too concerned over the shortage of product, anyway to the degree that intervention by the government was necessary.

Most theatremen will differ because it is a matter of record that in most situations, first-runs and multiple changes, the product situation has gotten so bad that even the reissues aren't available in sufficient numbers to keep the houses open.

(Continued on page 17)

CAN NEWS

(Trade Headlines Of The Issue)

Distribution

Nine major companies join in distribution of army feature (page 10).

MGM prepares for its first sales meeting in the Orient (page 24).

IFE's Bernard Jacon embarks on tour of all district offices (page 24).

N. Peter Rathvon announces plans to present top German films in this country (page 29).

Exhibition

Makelim lines up 2,700 houses in his production plan (page 17).

Financial

Harry Cohn, Columbia president, reports the second best year in company history and declares three stock dividends (page 17).

International

Eric Johnston reports that grosses abroad are rising one per cent each year (page 8).

Famous Players' president J. J. Fitzgibbons urges industry streamlining in Canada; and Alex Adilman, Consolidated officer, dies in Montreal (page 18).

Legal

Hollywood judge dismisses anti-trust suit against seven major distributors (page 10).

Legislative

Abram Myers, Allied counsel, makes public the proposed bill calling for government industry regulation (page 9).

Mel Konecoff

Korean ambassador hosts a luncheon for top industryites; producer Otto Preminger discusses subscription TV, the Production Code, and his latest release for 20th-Fox, "Carmen Jones"; some Metropolitan bloopers are chuckled over; and other miscellany is attended to (pages 8 and 27).

Organizations

National Allied opens its silver anniversary convention in Milwaukee in a militant mood (page 9).

MPEA talks with Italy regarded as satisfactory (page 19).

Pat McGee, TOA vice-president, will keynote the group's convention in Chicago (page 24).

Production

20th-Fox announces that its 1955 product output will be limited to 20 to 22 features (page 26).

Technical

RKO announces that SuperScope is now compatible with CinemaScope projection equipment (page 10).



Seen at a recent meeting in New York are, left to right, Charles Feldman, national distributors chairman; Abe Montague, president, Will Rogers Memorial Hospital; and M. A. Silver, national exhibitor chairman of the annual Christmas "Salute" for the benefit of the institution.

NEW YORK

By Mel Konecoff

ABOUT 250 GUESTS were in attendance last week at a luncheon at the Hotel Astor hosted by Colonel Ben C. Limb, Korean Ambassador to the U.S.



KONECOFF

Those present included members of the UN diplomatic corps, representatives of the film industry, and others, all of whom heard the industry honored for its vital contribution and aid to the people of Korea and the work of the American-Korean Foundation.

The luncheon also marked the start of the nation-wide drive undertaken by theatres throughout the country to raise funds for the war-ravaged Koreans by holding theatre collections. The drive is sponsored by the Council of Motion Picture Organizations.

Dr. Howard A. Rusk, president of the American-Korean Foundation, was chairman at the luncheon introducing Colonel Limb, who spoke on the present situation in his country and who expressed his people's gratitude to the industry for its many and vital contributions.

Al Lichtman, vice-president, 20th-Fox, and co-chairman, COMPO, urged all-out cooperation by the industry, while Robert W. Coyne, chief counsel of COMPO, explained the role that the industry has played, not only in helping the Korean people in this particular instance, but in assisting the nation in many other philanthropic and patriotic drives through its various organized bodies representing the rank and file of the motion picture industry. Also addressing the gathering was Richard C. Patterson, Jr., Commissioner of the Department of Commerce and Public Events of New York City, and he too lauded the industry for its work.

Also aboard the dais were O. Roy Chalk, Herman Robbins, Right Reverend Mnsgr. Thomas McCarthy, Harry Brandt,

Latest Bulletins

(Developments At Press Time)

Foreign Grosses Rise One Per Cent Each Year

HOLLYWOOD—Eric A. Johnston, MPEA and MPAA president, disclosed at a press conference that the industry's gross abroad is rising at the rate of about one per cent per year. In 1953, the foreign gross was up to 44 per cent, or about \$210,000,000. Pointing out that millions of people are still without motion picture entertainment, Johnston asserted that maintenance of the foreign market was important not only for its dollar value, but for its friendship value as well.

He reviewed the industry's progress in the past 18 months, and stated that advances in production and projection has stilled former fears of other entertainment media and changed the former movie ratio of "one hit and four flops." He added the MPAA is giving attention to the problem of rising costs in both production and exhibition.

Concerning the Production Code, subject of recent revisions, Johnston said he foresaw no immediate changes. He added that he would propose to industry leaders a flexible system of Code fees to be acted upon by the MPAA board in New York if it meets with approval.

Lieutenant General John B. Coulter, Archbishop Paul Yu-Pin, Wilbur Snaper, Forrest Tancer, Emanuel Frisch, Major General Charles Christenberry, Reverend Dr. David Seligson, and Dr. Roland De Marco.

PRODUCER-DIRECTOR DEPARTMENT: Otto Preminger, producer and director, 20th-Fox's forthcoming release, "Carmen Jones," in CinemaScope, had a number of things to say about a variety of subjects at an interview last week.

He thought that subscription TV was a tremendous step forward for the producer as well as the public, giving the latter a chance to express preference for the type of entertainment they prefer by buying or not buying the offering. It will also permit the filmmaker to recoup his finances more quickly. What happens to theatres? Well, they'll still get pix made for them specifically, and it may very well get down to the survival of the fittest, but there may be room for both and competition is a democratic feature.

TV in general is worried by the recent comeback of movies in theatres, he said, and will have to offer higher quality and better shows to try and recapture audiences which are not living-room prisoners any more.

CinemaScope should be used if the story fits, and he was greatly impressed by it, claiming it has helped revive public interest in the movies. While some may argue that good pix in regular or wide-screen are doing outstanding business, he still felt that this was due to the revival of interest which was initiated by CinemaScope, which today is a trademark that

(Continued on page 27)

Allied Convention Sets Militant Tone

Business spurts In B'way Houses

NEW YORK—Led by the Capitol, Mayfair, Radio City Music Hall, and Criterion, most of the Broadway first-run spots reflected a spurt in business last weekend and with the Columbus Day holiday coming up, better grosses were anticipated.

According to the usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"NAKED ALIBI" (U-I). Paramount claimed \$16,000 for the last three days of the second week.

"WOMAN'S WORLD" (20th-Fox). Roxy garnered \$45,027 for Tuesday through Sunday, with the second week expected to reach \$50,000.

"BRIGADOON" (MGM). Radio City Music Hall, with stage show, reported \$94,000 for Thursday through Sunday, with the fourth, and last, week jumping to a sure \$145,000.

"SABRINA" (Paramount). Criterion anticipated the third week at \$45,000, a decided increase from the second week.

"REAR WINDOW" (Paramount). Rivoli held steady at \$22,000 on the 10th week.

"ADVENTURES OF HAJJI BABA" (20th-Fox). Globe was heading toward a \$17,000 opening week.

"SUDDENLY" (UA). Mayfair opened strong with the first week bound to top \$54,000.

"DRAGNET" (Warners). Victoria claimed the last three days of the eighth, and final week, would be \$4,500.

"ON THE WATERFRONT" (Columbia). Astor held up well with the 11th week heading toward \$31,000.

"THE BLACK SHIELD OF FALWORTH" (U-I). Loew's State opened to a \$20,000 week.

"BAREFOOT CONTESSA" (UA). Capitol continued big with \$53,200 in the till for Thursday through Sunday, and with the second week sure to take in \$75,000.

Industry Stocks Active

WASHINGTON—The Securities and Exchange Commission reported the following trading in film stocks by company officers and directors last week:

Barney Balaban sold 3,300 shares of Paramount common in August, dropping his holdings to 19,400 shares, and a trust holding of Stanton Griffis sold 500 shares, leaving 1,000 shares. Griffis holds 2,000 shares in his own name.

Thomas F. O'Connor bought 1,800 shares of RKO Theatres common, and Harold E. Newcomb bought 800 shares. Charles F. McKhann bought 100 shares of Stanley Warner common, increasing his holdings to 500 shares.

Trust holdings of Albert Warner were increased by 2,500 shares of Warners common, giving him 160,000 shares in his own name and 26,500 shares in trust. Jack L. Warner bought 2,300 shares, increasing his direct holdings to 290,499 shares and his trust holdings to 13,400 shares.

Walter L. Titus, Jr., bought 100 shares of Associated Motion Picture Industries common and now holds 245 shares while his wife holds 80 shares. Daniel O. Hastings bought 400 shares of 20th-Fox common in January and 300 shares in March, bringing his total holdings to 801 shares.

Bill To Regulate Industry Is Made Public; Marcus Bids For TOA Support In Emergency

MILWAUKEE—Abram F. Myers, keynote speaker of National Allied's silver anniversary convention currently in progress, set the militant tone of the meet as he made public his draft of a bill to regulate interstate commerce in motion picture films.

The proposed measure provides that "all persons engaged in licensing films for public exhibition in theatres will file with the Federal Trade Commission fair and reasonable classifications of films and theatres, together with fair and reasonable film rentals for each classification, and before licensing any motion picture to a theatre shall first allocate it to a proper classification."

The bill further provides that "if a substantial number of exhibitors challenge the reasonableness . . . of the film rental designated for any classification of pictures for any type of theatres, or the allocation of any picture to a particular price category, the Commission may serve a formal complaint on the producer or distributor involved and hold a hearing thereon."

Should the Commission conclude that the allocation or pricing is unlawful, the bill states that an order will be issued specifying the rental or allocation to be followed, with exhibitors allowed to sue for the difference if the order is not followed. The draft also denounces violations of the Paramount case and anti-trust decision, with the FTC as enforcing agency.

A highlight of the current convention will be a question and answer session on the bill, with careful study by exhibitors before decision is reached on whether to make an all-out effort to secure enactment in the 84th Congress. (Details of the bill will be found elsewhere on this page—Editor.)

National Allied preceded its convention with a discussion of the organization's Declaration of Emergency and efforts pointing toward possible industry regulation by the government to curb alleged distributor abuses.

THE BILL

(What follows is the substance of a bill to regulate interstate commerce in motion picture films and for other purposes as advocated by National Allied in accordance with its Declaration of Emergency and made public at the organization's silver anniversary convention in Milwaukee.)

Following the usual preamble and a definition of industry terms, the measure proceeds:

SEC. 3. Excessive Film Rentals Prohibited. (a) It shall be unlawful for any producer or distributor in the course of commerce to demand, charge or receive as compensation for any motion picture licensed for public exhibition in a theatre film rental in an amount greater than the amount which the producer or distributor has theretofore certified to the Agency as the maximum film rental for the class of picture and type of theatre involved in the transaction.

(b) On or before the effective date of this Act every producer or distributor engaged in licensing motion pictures to theatres in commerce shall file with the Agency reasonable classifications of the motion pictures which it may offer for license, designating such classifications by letters of the alphabet beginning with A for the best pictures; at the same time each producer or distributor so engaged shall also file with the Agency reasonable classifications of theatres such as (but without limitation) first run large city, key neighborhood, subsequent run city, first run suburban, first run medium town or city and first run small town. It is the purpose of this provision to establish reasonable classifications of pictures and theatres which will permit of the determination of the fairness and reasonableness of the maximum film rentals filed with the Agency as far as possible on the basis of such classification without the necessity of deciding in every instance the amount of money which a particular theatre should pay for a particular film.

(c) In arriving at reasonable classifications of films and theatres the several producers or distributors shall file with the Agency . . .

(Continued on page 22)

Ben D. Marcus, National Allied president, fired the opening salvo in a campaign to put the Declaration of Emergency on an all-exhibition basis with a letter to Walter Reade, TOA president, urging combined action. Marcus pointed out that "all exhibitors, regardless of size or affiliation," are faced with destruction if current distribution policies prevail. He explained that the most dangerous element in the situation leading to Allied's Declaration of Emergency was the "artificial product shortage which automatically results in exorbitant and extortionate film rentals and in a shortage of prints . . ."

Marcus stated that there has been talk of merging the two great exhibitor organizations, but added that he personally felt such an action was premature at the present time. However, he added that this was the proper time to "possibly start going together and to keep company," calling unity of the exhibitor groups "most urgent if we are to avert total annihilation and economic slavery."

With National Allied's convention in progress, and TOA's convention set for Oct. 31 in Chicago, Marcus stated that "it would give the exhibitors of America a great moral uplift if all exhibitor organizations would declare their unreserved support of the Allied Declaration of Emergency." He urged that the present Allied Emergency Defense Committee be expanded into a United Emergency Defense Committee, through TOA cooperation.

I N D E X

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SuperScope and CinemaScope Are Now Compatible, RKO Reveals

NEW YORK—C. J. Tevlin, RKO vice-president in charge of studio operations, announced last week the successful completion of new developments in connection with SuperScope and disclosed that the wide screen projection method will make its world debut introducing RKO's "The Big Rainbow" at the Fox, St. Louis, on Dec. 21.

The far-reaching developments disclosed are that SuperScope is compatible with CinemaScope projection equipment, whether the exhibitor uses a CinemaScope projection lens or any other anamorphic lens, and that it creates an anamorphic print from straight photography.

Technicolor has cooperated in this latest development and has delivered, Tevlin revealed, final perfected test reels by its imbibition printing process which will be the method employed in making the regular release prints. RKO is fixing the screen ratio at 2 to 1.

Technicolor will shortly deliver 30 test reels of SuperScope prints, compatible with CinemaScope projection equipment, on the already released "Susan Slept Here," and RKO will make these reels available throughout the country for demonstrations to exhibitors who will be invited to screen the reels with their regular CinemaScope equipment and judge the quality in their own surroundings.

This move toward anamorphic compatibility was not industrywide, however, as Loren L. Ryder, Paramount sound department head, stated that anamorphic prints of "White Christmas" and other VistaVision films made by the company would not be compatible to CinemaScope projection equipment and will require the use of variable anamorphic adaptors. Theatres with CinemaScope installations can play VistaVision product through non-anamorphic prints.

BOTV Sets "Irish" Football

NEW YORK—More than 250,000 football fans are expected to view the Notre Dame-Michigan State football game scheduled for Oct. 16, when Box Office Television presents it on large screen closed circuit TV in motion picture theatres from coast to coast. No home TV-casts of this game will be shown.

This will be the first of a seasonal series of fighting Irish games which Box Office Television will show and represents the closed circuit television company's second season in presenting Notre Dame games.

Last year's games were witnessed by closed circuit TV audiences of 150,000, who paid an admission ranging from \$1 to \$2.40 at the participating theatres box-offices to see the gridiron telecasts.

Distributors Win Los Angeles Suit

HOLLYWOOD—Federal Judge Harry C. Westover last week directed a jury to rule for the defendants in Metropolitan Theatres' \$900,000 treble-damage anti-trust suit against seven major distributors charging conspiracy to deprive the Orpheum, downtown Los Angeles, of adequate first-run product between May, 1950, and January, 1952.

After reviewing charges against each defendant individually, the court ruled that no conspiracy had been proved, although, "similarity of action" had prevailed. The defendants were Columbia, Loew's, Paramount, 20th-Fox, RKO, U-I, and Warners. Metropolitan counsel stated that the verdict would be appealed.

RKO Theatre Changes

NEW YORK—William W. Howard, RKO Theatres' vice-president in charge of operations, had two promotions and several transfers in theatre personnel to announce last week. Howard Walstead has been promoted to manager, RKO Pan, Minneapolis, and James Heuser, who managed the Pan, has been transferred to the RKO Orpheum, Dubuque, Iowa, replacing Raymond Langfitt, who becomes manager, RKO Iowa, Cedar Rapids. Andrew H. Talbot, former manager, Iowa, has retired.

In the New York metropolitan area, Jerome Leige, former assistant, RKO Albee, Brooklyn, has been promoted to manager, Marble Hill. Ralph Le Marquand, assistant, RKO Castle Hill, replaces Leige at the RKO Albee, and Frank Moccio, assistant, RKO Proctor's, Mount Vernon, N. Y., transfers as assistant, RKO Keith's, White Plains, N. Y.

Art Subject Produced

NEW YORK—Morrie Roizman, well-known film editor, last week reported that a one-half hour subject in color on the life and works of Rembrandt titled "A Self Portrait" has been produced by him in association with Auerbach Film Enterprises and is completed and awaiting release. Screenings are presently being conducted with an eye towards closing a distribution deal.

Jury Trial Denied

PHILADELPHIA—U.S. District Court Judge Lord last week dismissed the defendants' demands for a jury trial in the case of the Town, Levittown, Pa., vs. Warners, et al. The Judge said the suit, which is one for injunctive release, is in equity and there is no constitutional right for a jury trial.

Nine Companies Join In "Army" Distribution

NEW YORK—Nine major companies are cooperating with COMPO in the distribution of "This Is Your Army," a feature length Technicolor picture produced for the Department of Defense, it was announced last week by Robert W. Coyne, COMPO special counsel.

The picture, which has a running time of 55 minutes, shows how soldiers are trained and depicts the uses of new equipment. It will be released on Dec. 13.

To handle the distribution the major companies' general sales managers have divided the country into areas with certain exchange territories allotted to each company. These include Columbia—Milwaukee, Charlotte, Albany, and Des Moines; Loew's—Pittsburgh, Jacksonville, St. Louis, and Omaha; Paramount—Detroit, Oklahoma City, Chicago, and Salt Lake City; Republic—Indianapolis, and San Francisco; RKO—Washington, Memphis, Kansas City, and Portland; 20th-Fox—New York, Cleveland, Minneapolis, and Los Angeles; Universal—Boston, Cincinnati, New Orleans, and Denver; United Artists—New Haven and Dallas; Warners—Philadelphia, Buffalo, Atlanta, and Seattle.

Coyne said 250 prints will be available. There will also be a trailer issued by National Screen. Press book and accessories, now being produced by the 20th-Fox advertising department under the direction of Charles Einfeld, will also be distributed by National Screen.

Although the distribution of the picture is being handled as a public service without charge, the picture itself will be sold as a regular feature at a price to theatres that will only recoup print costs and other out-of-pocket charges.

Coyne explained that arrangements for distribution were made with the General Sales Managers Committee of the MPA by Al Lichtman, one of COMPO's three co-chairmen.

Four Films To Trans-Lux

NEW YORK—Trans-Lux Corporation has acquired the American distribution rights to four British films produced by George Minter for Renown Pictures, it was announced last fortnight by Richard Gordon, president, Renown, who negotiated the deal with Richard Brandt, vice-president, Trans-Lux.

Included in the deal are three pictures in color, "Our Girl Friday," "Dance, Little Lady," and "Trilby And Svengali," and "Grand National Night," a modern mystery thriller, starring Nigel Patrick and and Moira Lister.

The Trans-Lux Corporation will not distribute the pictures itself, but will arrange distribution through one or more major companies.

Minter will arrive shortly for discussions with Gordon on other future product

**A
SPECIAL
SERVICE**

As promised by MOTION PICTURE EXHIBITOR in the issue of JULY 7, when a detailed CHECK-LIST of 3500 Feature Motion Pictures then in TV Channels was published as a separate saveable section, the first quarterly interim supplement will list—

108 New MOTION PICTURE FEATURES now in TV!

**In the
PINK SECTION
of the Issue of—
OCT. 20**

**YOU HEAR IT WHEREVER
EXHIBITORS MEET:**

**“it’s a pleasure
to do business
with 20th!”**

*“It is our policy
to do business with
an exhibitor the way
he likes to do business.”*

Shuman

BECAUSE OUR FUTURE IS YOUR FUTURE . . .



please turn . . .

it's a pleasure
to do business w

all these great 20th Century-Fo

CINEMASCOPE

boxoffice
attractions!



3 COINS IN THE FOUNTAIN

Color by Deluxe • starring Clifton Webb
Dorothy McGuire • Jean Peters
Louis Jourdan



PRINCE VALIANT

Color by Deluxe • starring James
Mason • Janet Leigh • Robert Wagner
Debra Paget • Sterling Hayden

it's *your* pleasure to play them in
genuine 4-track high fidelity magnetic stereophonic sound
or
1-track high fidelity magnetic sound
or
1-track optical sound



THE ROBE

Color by Technicolor • starring Richard Burton • Jean Simmons • Victor Mature Michael Rennie



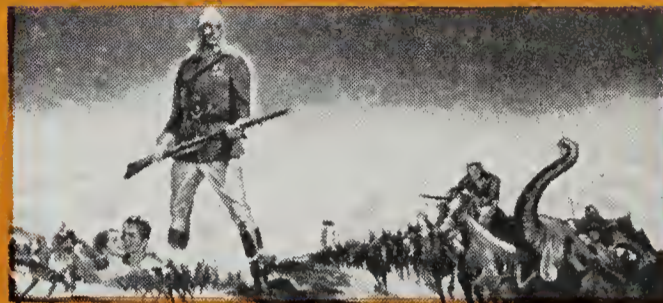
How to Marry a MILLIONAIRE

Color by Technicolor • starring Marilyn Monroe • Betty Grable • Lauren Bacall and William Powell



BENEATH THE 12-MILE REEF

Color by Technicolor • starring Robert Wagner • Terry Moore • Gilbert Roland



KING OF THE KHYBER RIFLES

Color by Technicolor-Deluxe • starring Tyrone Power • Terry Moore Michael Rennie



HELL and HIGH WATER

Color by Technicolor • starring Richard Widmark • Bella Darvi with Victor Francen



NIGHT PEOPLE

Color by Technicolor • starring Gregory Peck Broderick Crawford • Anita Bjork Rita Gam



RIVER OF NO RETURN

Color by Technicolor • starring Robert Mitchum • Marilyn Monroe • Rory Calhoun



Leonard Sillman's **NEW FACES**

in Glorious Color • starring Ronny Graham Eartha Kitt • Robert Clary • Alice Ghostley Released by 20th Century-Fox



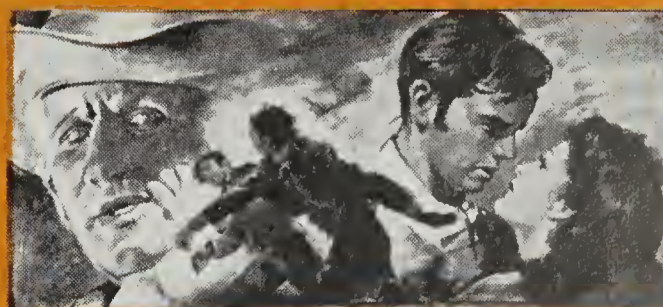
Demetrius and the GLADIATORS

Color by Technicolor • starring Victor Mature • Susan Hayward • Michael Rennie Debra Paget • Anne Bancroft Jay Robinson



GARDEN OF EVIL

Print by Technicolor • starring Gary Cooper • Susan Hayward • Richard Widmark with Hugh Marlowe



BROKEN LANCE

Color by Deluxe • starring Spencer Tracy Robert Wagner • Jean Peters Richard Widmark



please turn . .

it's always
a pleasure to
do business
with 20th!



October!

OTTO PREMINGER presents
OSCAR HAMMERSTEIN'S

CARMEN JONES

Produced and Directed by Otto Preminger
Books and Lyrics by Oscar Hammerstein, 2nd
Color by De Luxe • Released by 20th Century-Fox



November!

Black Widow

starring

Ginger ROGERS • Van HEFLIN • Gene TIERNEY • George RAFT

Produced, Directed and
Screen Play by
NUNNALLY JOHNSON

Color by
DE LUXE




...WITH ALL THESE WONDERFUL
CINEMASCOPE
ATTRACTIONS COMING
YOUR WAY!

Now!

DARRYL F. ZANUCK'S production of


THE EGYPTIAN

Color by DE LUXE



October! **Woman's World** Print by TECHNICOLOR

starring
 Clifton WEBB
 June ALLYSON
 Van HEFLIN
 Lauren BACALL
 Fred MacMURRAY
 Arlene DAHL
 Cornel WILDE



Produced by CHARLES BRACKETT • Directed by JEAN NEGULESCO


October! Walter Wanger presents

The Adventures of
HAJJI BABA

Color by DE LUXE

starring
 John DEREK • Elaine STEWART
 Thomas GOMEZ

Produced by Allied Artists Pictures Corp.
 Released by 20th Century-Fox



November!

Desirée

starring
 MARLON BRANDO
 JEAN SIMMONS
 MERLE OBERON
 MICHAEL RENNIE

Color by DE LUXE



For the Xmas - New Year's Holidays!

Darryl F. Zanuck presents IRVING BERLIN'S

THERE'S NO BUSINESS LIKE SHOW BUSINESS

starring Ethel MERMAN
 Donald O'CONNOR
 Marilyn MONROE
 Dan DAILEY
 Johnnie RAY
 Mitzi GAYNOR

Color by DE LUXE



please turn...



and **THE GREATEST
ROSTER OF
PROPERTIES EVER
ASSEMBLED BY A
MOTION PICTURE
COMPANY... PRODUCED
IN CONSTANTLY
IMPROVING
CINEMASCOPE
TECHNIQUES**

“it’s a pleasure
to do business
with 20th!”

UNTAMED

Tyrone Power • Susan Hayward
Richard Egan • Rita Moreno

THE RACERS

Kirk Douglas • Bella Darvi

PRINCE OF PLAYERS

Richard Burton as Edwin Booth
Maggie McNamara

THE SEVEN YEAR ITCH

Marilyn Monroe • Tom Ewell
A Charles K. Feldman—Billy Wilder
Production • Directed by Billy Wilder
Original Play by George Axelrod
Screen Play by Billy Wilder
and George Axelrod

WHITE FEATHER

Robert Wagner • John Lund
Debra Paget • Jeffrey Hunter
A Panoramic Production

SOLDIER OF FORTUNE

Clark Gable

A MAN CALLED PETER

LORD VANITY

Samuel Shellabarger's finest novel

DADDY LONG LEGS

Fred Astaire and Leslie Caron

THE LEFT HAND OF GOD

SIR WALTER RALEIGH

THE GUN AND THE CROSS

THE ENCHANTED CUP

THE QUEEN OF SHEBA

**THE GIRL IN
THE RED VELVET SWING**

THE WANDERING JEW

TIGRERO!

PINK TIGHTS

Frank Sinatra • Sheree North

**THE MAN
WHO NEVER WAS**

SABER TOOTH

ALEXANDER THE GREAT

Produced by Frank Ross

THE IRON HORSE

THE KING AND I
by Rodgers and Hammerstein

**THE GREATEST STORY
EVER TOLD**

The Greatest Life Ever Lived
as told by Fulton Oursler

Editorials

(Continued from page 7)

The O'Donnell interview pointed to the fact that in his key first-runs, he had been able to keep pictures in for several weeks. This is probably the same situation which exists in many metropolitan areas. However, the situation is different in smaller competitive towns, particularly where the division of product is unbalanced.

That this has become a seller's market has been obvious for several years, and it is hard to agree to the thesis that Hollywood is not capable of making enough pictures to keep a steady supply flowing to all types of theatres. It may be that with the increased interest in independent production, there will be an expansion of features, but this is still months away.

Meantime, the majority of exhibitors will not be of the same opinion as Bob O'Donnell. Perhaps his recent travels may have given him a different outlook.

THE PHILADELPHIA PLAN

THEATREMEN throughout the country, and particularly in the more populous metropolitan areas, will be interested in a so-called "crusade for decency in entertainment and literature" being conducted in the 10-county Catholic Archdiocese of Philadelphia at the behest of Archbishop O'Hara.

The action counters the U. S. Supreme Court decision on censorship, with the Archbishop requesting the formation of parish committees "to make known to purveyors of unwholesome entertainment that Catholic parents are forbidden to cooperate with them in their corrupting practices." As a follow up, Catholic laymen in each parish would meet with neighborhood theatre managers and recommend suitable films "in a friendly manner." If the latter should then show films considered to be indecent or an incentive to crime, the parish group would recommend to Catholics in the particular parish that they

discontinue their patronage of the offending theatre or theatres. In each case the theatre would be informed of their action.

While this seems to be a potentially peaceful intra-religion effort, and a far cry from the picketing and other efforts to impress one particular code of ethics on the general public, one wonders what would happen if every other religious group set up similar censor committees to tell theatremen what they should or should not run. It is certain that no respectable theatremen in his right mind would show a salacious picture or otherwise attempt to corrupt the morals of the community he serves. But it would help if there was some common denominator for what is salacious and immoral, and what is only contrary to the beliefs of some particular religious group. The Production Code provided such a common denominator for the entire industry; and in Pennsylvania, the State Board of Censors, before their determination was weakened by the various court decisions, served a similar function with a minimum of friction at the state level. Broken down to a diocese or county level, it seems to promise nothing but confusion.

It also seems to be a good question to ask whether the parish committees will support and recommend the morally unobjectionable pictures, or focus attention on the theatres that consistently play them to the exclusion of the mildly or determinedly sensational ones. If this is the case, theatremen generally would be more inclined to meet them half way.

As the Philadelphia plan proceeds, it will be eyed with interest not only by the film industry but by other Catholics and similar religious groups throughout the country.

It is to be hoped that in its actual operation there will be a maximum of intelligent understanding exhibited on both sides.

Jay Emanuel

Dickson Heads UA Circuit

HOLLYWOOD—Dick Dickson was named last week by George Skouras to the general managership of the United Artists Theatre Circuit, Inc., Southern California division, succeeding Fred Stein, resigned.

Dickson had resigned from NT three months ago after more than a 20-year association.

Stein has been appointed vice-president, Metropolitan Theatres, by president Sherrill Corwin. He will be Corwin's executive assistant in an expansion program for Metropolitan Theatres and other Corwin interests, including TV station KAKE in Wichita.

2,700 Houses With Makelim

HOLLYWOOD—As Hal Makelim left last week to attend the national conventions of Theatre Owners of America and Allied States Association, with plans to stop over at Dallas, New Orleans, and Atlanta for talks with exhibitors, it was estimated that \$4,600,000 had been pledged to get his "plan" underway.

Each Makelim production is estimated to cost \$426,000 and he plans to make 12 films each year, the costs of which will be paid by the 3,000 sought-after participating theatres, to be paid upon booking of each film, and at this date, 2,700 theatres have joined the new production plan.

Cohn Reports Zoom In Columbia Earnings

NEW YORK—Harry Cohn, Columbia president, revealed last week that the company estimates its net profit after taxes for the year ended on June 26 at \$3,595,000, equal to \$4.41 per common share. This is the second highest profit in Columbia history, headed only by the 1946-47 period, when the net profit was \$3,706,541. Net profit for last year was \$942,000, equal to 90 cents per common share.

The net profit during the recent fiscal year before taxes was estimated at \$8,381,000, as against \$2,149,000 the previous year. The earnings per common share are based on 757,843 shares outstanding as of June 26, approximately the same number of shares as was outstanding the previous year.

The board declared a \$1 cash dividend on the common stock payable on Nov. 3 to holders of record on Oct. 19, and a five per cent stock dividend payable on Dec. 7 to holders of record on Oct. 19. The board also declared a quarterly dividend of \$1.06¼ on the 4½ per cent cumulative preferred stock, payable on Nov. 15 to holders of record on Nov. 1.

The report was followed by a rise in Columbia stock prices.

Glowmeter Future Doubtful

BUFFALO—It was revealed last week that the future of Glowmeter Corporation of North Tonawanda will be determined by an eight-week trial period during which quality controls and production methods will be studied. The program was outlined at a meeting of Glowmeter creditors before Federal Judge John Knight. The screen manufacturing corporation filed a petition of reorganization recently, stating that it has assets of \$408,329 and debts of \$973,558.

High Court Review Asked

WASHINGTON—The U. S. Supreme Court last fortnight was requested to review a Circuit Court of Appeals order dismissing the St. Louis Amusement Company's petition to declare unlawful and void a Federal Communications Commission hearing involving applications for a new TV station in St. Louis.

Kentucky Collections Up

LOUISVILLE, KY.—The Department of Finance and the Department of Revenue of the State of Kentucky announced last week that state amusement tax receipts in August showed an increase of \$36,217 or 20 per cent above collections for the same month last year. A comparison of the figures for July and August shows another 20 per cent rise.

The International Scene

Canada

Fitzgibbons Urges Industry Streamlining

TORONTO—Back at the head-office here following a five-city tour are a group of Famous Players executives who held discussions and meetings with partners, associates, and district managers in western Canada.

The group included J. J. Fitzgibbons, R. W. Bolstad, Bob Eves, Ben Geldsaler, J. J. Fitzgibbons, Jr., George Cuthbert, and James R. Nairn. The group held partners' meetings in Saint John, with the final stand in Toronto.

In round-table discussions, the traveling group dealt with new product, new devices for presentation, confections, advertising, and operation, with the heads of various departments leading in the discussions.

Theme of the discussions was struck by John Fitzgibbons, president, who pointed out that the industry had not kept pace with other developments in the entertainment field. He paralleled the developments in the railroad field with developments in the motion picture industry.

On his trip west, Fitzgibbons said, he noticed the vast difference between the new type of streamlined vistadome cars the Canadian railroads were putting into service, and the rest of the train. This comparison may be observed in the motion picture industry, he said. "To meet the challenge of TV and other forms of entertainment competing with us, we must streamline our presentations," he said.

New product in the motion picture industry has helped it enter an era of prosperity, answering the critical remarks of a year ago. The improved stories and pictures and the revolutionary new systems of presentation such as VistaVision and Cinema-Scope formed the basis for Fitzgibbons' statement that "I defy anyone to be pessimistic about the motion picture business."

A year ago, although no one would admit it, "many of us were gravely concerned about the state of our industry," he said. The new attitude was reflected in recognition of the comeback by the industry in the press and magazines.

Production is proceeding and distribution arranged for the full-length feature, "The Ridge," by St. Lawrence Pictures Corp. The film is being directed and produced by Mel Turner near Kingston, Ont., with co-producer Lillian Turner. In black-and-white, the film will be distributed in Canada by IFD. Turner is a former NFB director who has free-lanced for various Canadian production companies . . . Associated Screen News Ontario sales will be under Kenneth Cooper, formerly advertising sales representative of Reader's Digest. Headquartering in Toronto, Cooper will deal mainly with Canadian expansion in the TV field, according to an announcement of Maxwell Cummings, ASN president.



Part of the record crowds that recently jammed the Gaumont Haymarket, London, England, during the opening week of Columbia's "On The Waterfront," helping to create a new all-time high gross for the house, storm the boxoffice.

The Canadian market for Italian dubs is a growing one. Typical of the growing interest is the current experiment by MGM in bringing in Italian dubs of three films. These are "Mutiny On The Bounty," "Waterloo Bridge," and "Invitation." The films, on 16 mm., are playing The Pylon, a B and F unit, in the heart of the Italian district in Toronto. The house is playing Italian-language films exclusively, starting originally with films which were English sub-titled, films brought in from Italy especially for the English-speaking market in Canada. Importance of the Italian market may be realized from the fact that of 67,955 immigrants entering Canada in the first five months of this year, 10,839 were Italians. Other theatres located in the heart of Italian immigrant sections are also catering to the market. It was only in recent years that Hollywood distribution firms caught on to the idea of importing French dubs for the French market in Quebec. The pioneers in the field had quite a profitable experience with these films, a market which for the most part was monopolized by films imported from France.

Canadian Comment

A second term as head of Toronto's Variety Tent has been turned down by Bill Summerville, Jr., B and F Theatres. Summerville has found that pressure of business wouldn't permit him to yield to entreaties that he serve a second term. In addition to the 10 remaining members of this year's crew, other names have been put before the club membership by a nominating committee headed by Morris Stein. Those are Charles Chaplin, Hum Heller, Sam Glasier, Ed Fitkin, Paul Johnston, and Frank Fisher. Fisher declined to stand, with the name of Joe Bermack put forward from the floor. Elections are scheduled for the October meeting.

Alex Adilman, secretary-treasurer, Consolidated Theatres Ltd., Montreal, was buried in Montreal. He died in Royal Victoria Hospital after a long illness at the age of 69. A pioneer in the motion picture business, Adilman was born in Winnipeg in 1885. He moved to Montreal in 1918. He is survived by his widow,

three brothers, and two sisters, all of Montreal.

A statement of claim has been issued against the town of Vulcan, Alberta, by counsel for C. R. Robson, Vulcan theatre owner, asking for damages and costs as a result of the town's alleged refusal to carry out the terms of an agreement whereby, it is claimed, the Council agreed to accept the sum of \$1,000 as the purchase price of a certain area of land in the southwest part of the town upon which the claimant intended to erect a drive-in. The agreement was subject to the approval of the Town Planning Board. The town later served notice upon the plaintiff that it would not sell or transfer the land and returned to the plaintiff his check for \$1,000. The plaintiff asks damages in the amount of \$10,000 to cover loss of business for the year 1954 and for depreciation on equipment purchased for the proposed outdoor theatre, as well as for performance of the agreement. The town's statement of defense is being prepared.

David Coplan, veteran distribution executive in the United Kingdom, has joined Canadian Film Industries, Ltd., as managing director. He also becomes managing director, Film Laboratories of Canada Ltd., and Audio Pictures, Ltd., associated companies under the presidency of Arthur Gottlieb.

CINE CHATTER—New members of the Motion Picture Theatres Association of Ontario include Jack Cohen, Skylark Drive-in, Sault Ste. Marie, and Fred J. Campbell, Plaza, Tilbury. . . . Plans are going forward for the various industry meetings in Toronto in November. The annual meeting of the National Committee of the Motion Picture Exhibitors Associations will start the ball rolling on Nov. 22, followed by the annual meeting of the Motion Picture Industry Council of Canada, the Variety Club Award Dinner, the Motion Picture Theatres Association annual meeting and luncheon, with everything winding up Nov. 25 at the Canadian Picture Pioneers Annual Award Dinner. The Movie Trade Show will be held on Nov. 23-25. . . . The Television Manufacturers Association reported that sales outpace production at present. Sales to the end of August totalled 262,903 units. . . . Hamilton Local 303, Motion Picture Projectionists Union, which claims to be the oldest in its field in Canada, enters its 51st year. President is Harry Thornberry, and the business agent is H. W. Usher. . . . Gina Lollobrigida held a press conference during her one-day visit to Toronto. For it she received plenty of space in the local press. She and her husband came to visit a cousin. . . . Gus Ryder addressed the Motion Picture Softball League's "Luncheon of Champions" where the 1954 League Winners were presented their trophy. Ryder was the trainer-coach for world-champion swimmer Marilyn Bell. . . . Mac Chic, associate editor, Canadian Moving Picture Digest, is the proud father of a seven-pounder, a girl. . . . On the visiting front, Leslie and Harry Allen, Cardinal Films, were in New York, and Jay L. Smith, Alliance Films, spent some days in Saint John, as did Jack Labow, RKO, and Mark Plottel, general sales manager, Empire-Universal.

—HARRY ALLEN, JR.

Italo-American Talks Deemed Satisfactory

NEW YORK—A week-long series of discussions on Italian-American film questions wound up last week on a "mutually satisfactory" basis. In a joint announcement, representatives of the Italian delegation and the Motion Picture Export Association said, "The sessions were conducted in a spirit of friendliness and cooperation and agreement was reached on all points under discussion."

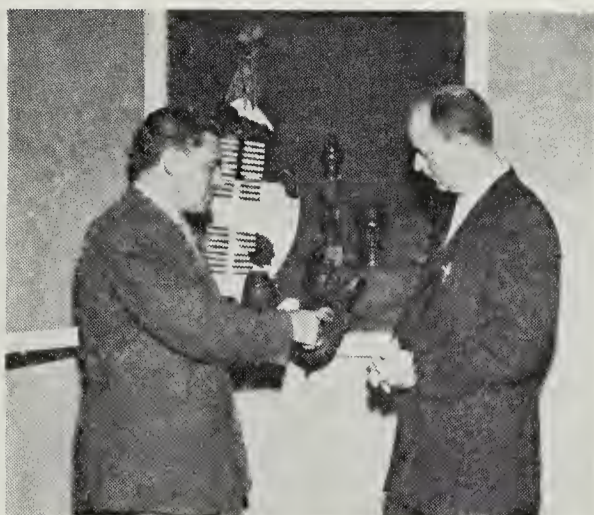
Following completion of the discussions, a luncheon honoring the Italian delegation headed by Dr. Eitel Monaco was given by American film industry leaders at the Harvard Club. Host was Eric Johnston, MPEA president.

Dr. Monaco said, "Our new mission has given us the opportunity to draw up the balance sheet of the results obtained from the implementation during the last three years of the agreement signed between our two associations. The balance sheet is, in my opinion, clearly in the black. As in all cases of good business relations, both parties have been the gainer. Therefore, we can conclude that the road chosen three years ago was the right one. May I express the wish that within the framework of the friendship existing between our two countries our relations will evolve from a simple commercial interchange to a happy status of genuine co-production."

Discussions covered two general areas, implementation of the present Italian-American agreement, and relations between the American industry and the Italian producer-distributor group.

AA Sets Meet Agenda

NEW YORK—Morey "Razz" Goldstein, Allied Artists' vice-president in charge of sales, announced last week that the company's national convention set for Oct. 14-16 at the Hotel Blackstone, Chicago, will be highlighted by sales policies, current liquidations, and future product. Expected to attend are W. F. Rodgers, company adviser; Goldstein; Steve Broidy, president; Harold J. Mirisch and Walter Mirisch, vice-presidents; and John C. Flinn, publicity and advertising national director.



George Kirk, manager, Trans-Lux Normandie, New York City, recently had the above exhibit of African sculpture and carvings as a lobby display for RKO's "Africa Adventure." Ladislav Segy, left, celebrated sculptor and collector of African Art, is seen pointing out an unusual piece of art to Kirk, who is obviously interested.

MPEA Raps Subsidies

HOLLYWOOD—Eric A. Johnston, MPEA president, emphasized last week at a press conference that he and the organization's board were unalterably opposed to subsidies and that such provisions had been eliminated in all MPEA agreements with foreign nations. This position taken by the 10 member companies appeared to eliminate the cause of complaints filed recently with the Federal Trade Commission by Ellis G. Arnall, president, Society of Independent Motion Picture Producers.

The subsidy issue has been an industry bone of contention for some time, with beginnings in the Italian agreement leading to the formation of IFE. The recent French agreement contained a provision which the SIMPP regarded as a subsidy. It is anticipated that the request for government investigation of the situation will be withdrawn if Johnston's statement that the MPEA board shares his opposition to subsidies satisfies Arnall.

Boasberg Luncheon Set

NEW YORK—Leading exhibitors and executives of the industry comprise the committee of sponsors for the testimonial luncheon to be tendered to Charles Boasberg, former vice-president, and general sales manager, RKO, on the occasion of his new association with Distributors Corporation of America, it was announced last week.

Cinema Stamp Club To Europe Via "Voice"

NEW YORK—It was learned last week that in connection with the regular weekly broadcast of The Voice Of America, the program broadcast in English on Oct. 19 will feature a meeting of the Cinema Stamp Collectors.

The history, objectives, membership resume, and programming of the CSC will be described, and Leon J. Bamberger will be interviewed concerning the club's activities. Opportunity will be offered through this broadcast for men and women abroad who are stamp collectors and who are affiliated with the amusement industry to join CSC as corresponding members.

In addition to the English broadcast, a program will also be done in French with Walter Spillman being interviewed; a German version with Milton Zucker being interviewed; and a Spanish version with Jack Hoffberg.

This is the first time that a United States stamp club meeting has been broadcast on The Voice Of America, and the program is being handled by Howard Hotchner, director of The Voice Of America stamp club.

At their last meeting at the Hotel Astor, members of CSC had a shower of stamps for benefit of the Carolians. A project of the New York Philanthropic League, the Carolians is a stamp club composed of physically handicapped children, under the direction of Mrs. Alice C. Hayman. It has been found that stamp collecting is of great therapeutic value to handicapped children and an extremely educational asset. The CSC became interested in the project through Mrs. Harry Gittleman, wife of the RKO executive, who is active in aiding this children's group of the physically handicapped.

Bamberger, president, CSC, stated that anyone wishing to donate stamps to this cause should send them to him in care of RKO, 1270 Avenue of Americas.

The luncheon, to be held on Oct. 21 at the Hotel Astor, will be chairmanned by Walter Reade, Jr., Samuel Rinzler, and Joseph Seider, with the latter serving as treasurer. A large delegation of industryites is expected to attend.



A few highlights of the recent Women Of The Motion Picture Industry convention in Dallas are shown above. On the left are the first national officers elected by the WOMPI, left to right, Miss Verlin Osborne, Dallas, national president; Laura Kenny, Atlanta, recording secretary; Lorraine Cass, New Orleans, vice-president; Nell Middleton, Atlanta, treasurer; Judge William McCraw, who installed the newly elected officers; and Lee Nickolaus, New Orleans, corresponding secretary. In the center are seen the



Reverend Monsignor W. J. Bender, who gave the invocation for the banquet; William O'Donnell, vice-president and general manager, Trans-Texas Theatres, Inc., guest speaker; Miss Fairfax Nisbet, Dallas News columnist and WOMPI member; McCraw; and Mrs. O'Donnell. On the right are three visiting chapter presidents of WOMPI, Frances Blankenship, president, Memphis WOMPI; Connie Aufdemorte, president, New Orleans chapter; and Nell Allen, president, Atlanta, all of whom received scrolls.



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Associate Producer
and Director

FRANK LLOYD

The Bill

(Continued from page 9)

butors may lawfully confer with one another and with representative groups of exhibitors, any provision of the antitrust laws to the contrary notwithstanding; or the Agency may call representatives of the producers and distributors and the exhibitors into a trade practice conference with a view to settling by agreement any problems growing out of the determination of reasonable classifications of pictures and theatres, or any other problems growing out of the administration of this Act; provided, however, that the immunity under the antitrust laws herein conferred shall not extend to cooperation or agreement among producers or distributors in fixing film rentals.

(d) It is recognized that certain types of pictures are better attractions in some areas than others and a producer or a distributor, with the permission of the Agency, may allocate a particular picture for a higher classification in some areas than in others, but there shall be no systematic or unwarranted territorial discrimination in the allocation of pictures.

(e) In connection with the filing of the classifications of pictures and theatres, and on or before the effective date hereof, each producer or distributor shall file with the Agency its individual maximum film rentals for each of the several classifications of pictures for each of the several types of theatres and in filing such maximum film rentals each such producer or distributor shall certify to the Agency that such prices are fair and reasonable.

(f) The maximum film rentals so filed may be stated in terms of flat rentals, percentages of gross receipts, or any combination thereof; provided, however, that when prices are stated in terms other than flat rentals, the producer or distributor shall also file a formula for estimating the money value of the terms so stated based on the producers' or the distributors' experience in dealing with theatres of the designated type over a reasonable period of time; provided, further, that nothing contained in this paragraph shall entitle any exhibitor to pay for a picture the amount estimated by use of such formula instead of the terms provided in the license agreement.

(g) On and after the effective date no producer or distributor engaged in commerce shall license for public exhibition in a theatre any motion picture released by it subsequent to said effective date, unless or until it has classified such picture as hereinbefore provided and certified such classification to the Agency for filing; and on and after said effective date no producer or distributor shall offer any picture released subsequent thereto for license to any theatre in the course of commerce at a film rental in excess of the film rental or terms which it has previously certified to the Agency as fair and reasonable for that class of picture for exhibition in the type of theatre involved in the transaction; provided, however, that nothing herein contained shall prevent a producer or distributor from arranging, under rules and regulations to be prescribed by the Agency, for a suitable number of test runs of a picture before classifying it; and, provided, further, that records of attendance and receipts of such test runs shall be retained by the producer or distributor for the information of the Agency or other tribunal of competent jurisdiction in case the picture's classification is thereafter drawn in question.

(h) In offering its pictures for license on competitive bidding to two or more theatres which are in substantial competition, a producer or distributor engaged in commerce may be relieved of the prohibition against charging more than the maximum film rentals filed with the Agency only if such competitive bidding is requested in writing by one or more of the exhibitors involved in the bidding and then only under rules and regulations prescribed by the Agency to insure fairness in the conduct of the bidding and to prevent discrimination in awarding the pictures.

SEC. 4. Unfair Trade Practices. (a) The performance by any producer or distributor in the course of commerce of any of the following acts is hereby declared to constitute an unfair trade practice and to be unlawful:

(1) Granting of a license for the public exhibition of a picture in a theatre by which the admission prices to the theatre are determined by the producer or distributor as a condition to licensing the picture, or are fixed by the parties to the license agreement either by an express provision contained therein or by any written or oral agreement, express or implied, or any understanding whatsoever.

(2) Granting any clearance between theatres not in substantial competition.

(3) Granting or enforcing any clearance against a theatre or theatres in substantial competition with the theatre receiving the license for exhibition, if such clearance is in excess of what is reasonably necessary to protect the licensee on the run granted. Whenever the legality of any clearance is brought in question in any proceeding under this Act, the burden of sustaining the legality thereof shall be upon the producer or distributor.

(4) Performing or entering into any license in which the right to exhibit one picture is conditioned upon licensee's taking one or more additional pictures, or refusing to license to an exhibitor a picture desired by him unless he

submits to licensing another picture or pictures which he does not wish to license; provided, however, that nothing herein contained shall be deemed to prevent a producer or distributor from licensing to an exhibitor at one time as many pictures as they may agree upon, so long as the exhibitor's theatre is not in substantial competition with that of another exhibitor who also wishes to license the same pictures on the same run; and, provided, further, that if any group license contains pictures over 4,000 feet in length which have not first been trade shown, the licensee shall be given the right by the licensor to reject 20% of such pictures which have not been so trade shown, such right of rejection to be exercised one at a time in the order of release within ten days after the licensor has afforded the licensee an opportunity to inspect the picture, but if such opportunity has not been afforded before the licensee's availability date for the picture, he may reject it then.

(b) Nothing herein contained shall be deemed to abrogate or impair the Agency's powers and duties under Sec. 5 of the Federal Trade Commission Act with respect to unfair methods of competition in commerce in so far as those provisions may apply to acts and practices of the producers or distributors other than those enumerated herein.

(c) No order of the Agency entered pursuant to this Act or judgment of a court enforcing the same shall in any wise relieve or absolve any producer or distributor from liability under other antitrust acts.

(d) This Act is hereby declared to be an antitrust law within Section 4 of the Clayton Act authorizing private actions for triple damages by persons injured in their business or property by reason of anything forbidden by the antitrust laws; provided, however, that no such right of action shall accrue hereunder in respect of any act or practice involved in any proceeding by the Agency except for failure or refusal to obey an order of the Agency or the judgment of a court enforcing such an order, or charging an unreasonable film rental for a picture after a reasonable rental therefor has been prescribed by the Agency.

(e) Nothing contained herein shall be deemed to abrogate or impair the judgment of any court heretofore entered against the producers or distributors, or any of them, enjoining trade practices similar to those herein declared unlawful, nor shall the existence of any such judgment be deemed a reason for not administering and enforcing the provisions of this Act.

SEC. 5. Powers and Duties of the Agency. (a) It shall be the duty of the Federal Trade Commission, herein called the Agency, to administer, carry out and enforce the provisions of this Act.

(b) In performing its duties hereunder the Agency shall have and exercise the powers and duties conferred upon the Federal Trade Commission by Sec. 5 of the Federal Trade Commission Act with respect to the prevention of unfair methods of competition in commerce and shall follow and observe the procedure therein outlined in so far as such procedure may be appropriate to proceedings under this Act. With respect to complaints issued under Sec. 4 hereof, involving alleged unfair trade practices, all the procedural requirements of the Federal Trade Commission Act shall apply.

(c) Any producer or distributor against whom the Agency may enter an order under this Act shall have and enjoy the same right to a judicial review of such order as is provided in Sec. 5 of the Federal Trade Commission Act, and the provisions of that section with respect to the judicial enforcement of the Commission's orders shall also apply to proceedings under this Act.

(d) Upon the receipt of informal complaints from 25 or more exhibitors to the effect that the maximum film rental or terms certified by a producer or distributor for a particular classification of pictures is unfair and unreasonable, or that the allocation by a producer or distributor of a particular picture to a certain classification is unfair and unreasonable, and the Agency being of the opinion that the complaints are substantial and that a proceeding in respect thereof would be consistent with the purposes of this Act, it shall be the duty of the Agency to issue and serve on the producers or distributor in question a formal complaint stating its charges.

(e) If after a hearing the Agency shall be of the opinion that the complaint is well founded it shall issue and serve on the respondent producer or distributor an order which, in addition to requiring the respondent to cease and desist from charging an unfair and unreasonable film rental for pictures allocated to a particular classification, or from continuing the unfair and unreasonable classification of a particular picture, shall also prescribe the fair and reasonable film rental or terms for pictures within the classification in question, or require that a particular picture be allocated to the proper classification, by a mandatory order.

(f) In considering and passing upon the maximum prices for any classification of pictures certified by a producer or distributor, and in considering and passing upon a producer's or distributor's allocation of a picture to a particular classification, the Agency shall take into consideration the following factors (together with any other relevant factors), according to each such weight as the Agency in its discretion deems proper:

(1) The average film rentals or customary terms charged and/or received by the producer

or distributor for its several grades of pictures during the past ten years or such less period as the Agency may deem adequate.

(2) The gross income and net profits of the producer or distributor as shown by its annual reports for the past 10 years, or such reports for such less time as it may have been in business, and the producer's or distributor's most recent quarterly or half yearly financial statements.

(3) The average or customary film rentals paid by or terms and conditions exacted from the complaining exhibitors over such period of time as the Agency may require, for pictures of the class in question.

(4) The gross receipts and net profits of the complaining exhibitors severally for such periods and reported in such form as the Agency may require together with information showing the percentage of such gross receipts paid out for film rentals during the period designated by the Agency.

(g) Whenever it shall appear to the Agency that it is essential to the proper administration of this Act to obtain pertinent information from both the producer and the distributor of a picture, it is authorized to require the production of such information.

(h) In deciding whether challenged film rentals and terms or allocations of pictures are fair and reasonable, the Agency shall strive to secure the continued successful operation of the distributors and of as many theatres as possible by providing a fair and equitable division of the boxoffice gross receipts as between exhibitors and producers or distributors, recognizing that due to differences in size, location and grossing potential the same ratio of film rentals to gross receipts cannot be prescribed for all theatres; and the Agency in arriving at just and fair determinations may proceed with a due regard for the successful operation of exhibitors and the producers or distributors over quarterly, half yearly or yearly periods without requirement that it guarantee a profit to either with respect to any particular transaction; and in all cases the Agency shall consider the price trends of the producer or distributor respondent in recent years and the effect thereof on its own earnings and the earnings of complaining exhibitors, giving due weight to any increases in the net earnings of the producers or distributors following price rises that may have occurred in recent years.

(i) In administering and enforcing this Act the Agency may make and issue rules and regulations necessary and appropriate to the performance of its duties hereunder; and in making rules of procedure the Agency shall require that all proceedings under this section of the Act be conducted with the utmost expedition consistent with the effective performance of its duty and the requirements of due process of law.

(j) If after a complaint has been issued challenging the maximum film rental or terms certified by any producer or distributor for any class of pictures, or a complaint has been issued challenging the allocation of a picture to a particular classification, and the producer or distributor respondent nevertheless continues to charge such maximum film rental or continues the challenged allocation pending the outcome of the proceeding, the complaining exhibitors, and any other exhibitors who have paid under written protest, shall be entitled to recover any amount paid by them for the picture or pictures in excess of the fair and reasonable film rentals prescribed by the Agency, by joint or separate actions in any court of competent jurisdiction, unless the same shall be voluntarily refunded.

(k) In administering this Act the Agency shall have and exercise the powers conferred by, and the Attorney General and the several departments and bureaus of the Government shall be governed by the provisions of Sections 6, 7, 8, and 9 of the Federal Trade Commission Act; and in the exercise of its powers thereunder the Agency may require the producers or distributors, or any of them, to furnish the information described in paragraph (f), subparagraphs (1) and (2), of this section together with such additional pertinent information as it may deem appropriate in advance of the issuance of any formal complaint and for use in preparing for the prompt administration of the Act and in compiling the report called for in the next succeeding paragraph; and any or all information so furnished may be used as evidence in proceedings under this Act whenever admissible under the rules of procedure without requiring the production of like information by the respondent in every case.

(l) Three years after the effective date of this Act the Agency shall submit to Congress a report on the state of the motion picture industry and its experience and observations concerning the administration of this Act, together with its recommendations as to whether the Act should be strengthened or modified in any particular or whether conditions in the industry have so improved that the Act can safely be repealed.

SEC. 6. Enforcement. The provisions of Sec. 10 of the Federal Trade Commission Act providing for the punishment of those who refuse to testify or answer lawful inquiries or produce documentary evidence, and those who make false entries in reports to the Commission or in corporate records or who remove records out of the United States, shall apply to the Agency's administration of this Act.

SEC. 7. Effective Date. This Act shall be effective six months after its enactment.

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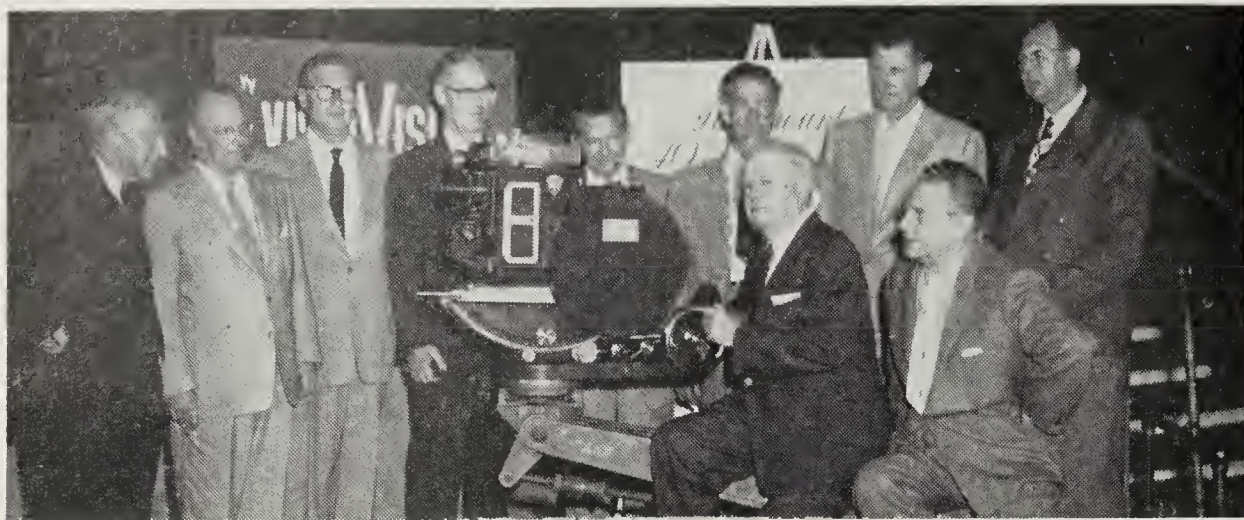
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One of the first VistaVision cameras manufactured by Mitchell Camera Corporation for Paramount was recently delivered to Cecil B. DeMille before he left for Egypt where he will use four in filming "The Ten Commandments." At the studio with the new camera are seen, in foreground, Y. Frank Freeman, Paramount vice-president and studio head; and Don Hartman, executive producer. Ranged around camera are DeMille and Paramount studio executives who participated in the development of Vista-Vision, Loren L. Ryder, Hal Pereira, John R. Bishop, Frank Caffey, Russ Brown, with J. D. McCall, Mitchell, vice-president, fourth from right; and G. W. Johnson, Mitchell project engineer, extreme right.

MGM Readies First Oriental Sales Meet

NEW YORK—MGM's top personnel in the Near and Far East will convene in Tokyo on Oct. 18 to 23 for the first sales conference in that area in the company's history, it was announced last week by Morton A. Spring, first vice-president, Loew's International Corporation.

Seymour Mayer, the company's regional director of the Near and Far East will fly to Tokyo to supervise all arrangements for the conference over which he will preside. He will be accompanied by Morris Frantz, Loew's International Corporation's advertising chief.

The conference will be known as the MGM PEP Sales Conference for the Near and Far East, PEP standing for "Perspecta Exhibitor Plan," the new \$2,500,000 merchandising policy instituted on a global scale by MGM for its new season's product.

MGM managers who will attend the conference include M. Dassa, Egypt; K. Y. Pan, Hong Kong; W. T. Wilson, India; W. K. Dow, Indochina; A. Larkin, Indonesia; E. Castro, Israel; E. Sasson, Lebanon; B. Landau, Malaya; A. Cassel, Philippine Islands; J. Woo, Taipeh; and A. Gotfried, of Thailand.

Edward F. O'Connor, manager, MGM of Japan, will be host to the convention. Also attending will be I. Araki, general sales manager, Japan, and MGM's five branch managers in Japan, S. Okada, O. Ichita, S. Kasai, F. Rodriguez, and K. Yasitake. Screenings of the biggest new pictures that MGM will offer this year will be arranged, among them "Seven Brides for Seven Brothers," "Beau Brummell," and "Brigadoon." Sales policy and publicity plans will be discussed with particular reference to the Perspecta Exhibitor Plan.

DCA Executives Meet

NEW YORK—Fred Schwartz, president, Distributors Corporation of America, which will produce and distribute 12 feature films the coming year, flew to the coast last week for final huddles on casting and production on two of the company's first offerings, "Finian's Rainbow" and "The Viking." Joining Schwartz in the pre-production arrangements will be producer Milo Frank and composer Burton Lane.

McGee To Keynote Combined Conventions

NEW YORK—Pat McGee, TOA vice-president, will be the keynote speaker at the 1954 TOA Convention and TESMA-TEDA-TOA-IPA trade show, on Oct. 31 through Nov. 4, at the Conrad Hilton Hotel, Chicago, Ill., it was announced last week by Walter Reade, Jr., TOA president.

McGee, president, Rocky Mountain COMPO, formerly the Colorado Association of Theatre Owners, and national co-chairman, tax repeal committee which recently secured a substantial reduction of Federal excise taxes, is general manager, Cooper Foundation Theatres, Denver, and an industry veteran.

"We are particularly happy to have Pat McGee as our keynote speaker," declared Reade, "not only because he is a prominent leader in the motion picture industry, but also because he is an outstanding leader in TOA activities and has gained a nation-wide reputation as a practical theatre operator."

IFE's Jacon To Tour All District Offices

NEW YORK—Bernard Jacon, IFE Releasing Corporation vice-president in charge of sales, left on a 14-week, nation-wide tour of all IFE district offices last week.

The extensive trip, which comes at the midway point in the Bernard Jacon Testimonial Sales Drive, will permit Jacon to meet with members of the IFE sales organization as well as key exhibitors.

His discussions with exhibitors throughout the nation will result, Jacon stated, in finalizing plans for "first run engagements of the outstanding fall and winter releases on the IFE schedule." These pictures include Gina Lollobrigida's hit comedy, "Bread, Love and Dreams," and her soon-to-be-released first English-language starring film, "The Wayward Wife"; IFE's three spectacular color pictures, "Aida," "Theodora, Slave Empress," and "Green Magic." Also slated for an important slot in the release schedule is "Love In the City," a new look in Italian neo-realism.

During the first leg of his trip Jacon has scheduled Cleveland, Detroit, Indianapolis, Cincinnati, Chicago, and Minneapolis. Other cities to be visited are Dallas, Atlanta, Boston, Buffalo, Pittsburgh, Los Angeles, San Francisco, Miami, Jacksonville, New Orleans, Charlotte, and Washington.

Shea Managers To Meet

PITTSBURGH—Gerald J. Shea, president, Shea Enterprises, announced last week that a general meeting of the circuit's managers will be held at the Roosevelt Hotel on Oct. 26-28 at which an effort will be made to find ways and means of increasing attendance. Promotion and exploitation will head the agenda of the meeting, at which key home office personnel will also be present.

The continued implementation of CinemaScope equipment and its use will also be taken up at the meeting, Shea said.

This Was The Week When

RKO sales manager Walter Branson announced the world premieres of "This Is My Love," Houston, Tex., on Nov. 11; "Cattle Queen Of Montana," Fox, Billings, Mont., on Nov. 18; and "The Big Rainbow," Fox, St. Louis, on Dec. 21. . . . 20th-Fox's "Carmen Jones," produced by Otto Preminger, was set for its world premiere at the Rivoli, New York, on Oct. 28. . . . American Broadcasting-Paramount Theatres, Inc., was judged as having the best annual industry report for the second straight year in the "Financial World" survey. . . . It was announced that the second annual Italian Film Week would be celebrated in London from Oct. 25 to 31, with the British royal family present. . . . 20th-Fox held its western division sales conference in Los Angeles.

Simon H. Fabian, Stanley Warner president, was guest of honor at a dinner tendered to him by the city of Paterson, N. J., celebrating 40 years in show business. . . . The world premiere of Allied Artists' "The Bob Mathias Story" was set for Tulare, Cal., on Oct. 19, with a San Francisco opening at the Golden Gate on the following day. . . . Carroll Pictures announced the acquisition of three foreign films, "Four Ways Out," "Princess Cinderella," and "Children Of The Madonna." . . . The official diploma certifying his election to the rank of Commander in the Order of Merit of the Italian Republic was presented to Joseph A. McConville, president, Columbia International, at a dinner given by Dr. Eitel Monaco, ANICA president. . . . Russell V. Downing, Radio City Music Hall, New York, president, and Barney Balaban, Paramount president, jointly announced the world premiere of "White Christmas," first VistaVision production, at the Hall on Oct. 14.

About People

DETROIT—Lester B. Isaac, Cinerama national director, announced last week that William H. Green, publicity director, Music Hall, where "This Is Cinerama" is being exhibited, has been named midwest director of advertising and publicity for Cinerama theatre operations. Green will headquarter in Detroit and will be in charge of advertising and publicity departments at the Palace, Chicago; Century, Minneapolis; Ambassador, St. Louis; and Capitol, Cincinnati.

NEW YORK—The appointment of Albert V. Steinhardt as manager of Siam for 20th-Fox's International Corporation was announced last week by the company. He replaces V. S. Padbridi, promoted to manager of Singapore, Malaya, supplanting S. A. Rao, resigned. Steinhardt has been associated with foreign film distribution since 1932. He will leave here on Oct. 18 for his assignment in Bangkok, where he will make his headquarters.

NEW YORK—Stanley J. Brody has joined the publicity department of United Artists, it was announced last week by Francis M. Winikus, national director of advertising, publicity and exploitation. Brody, former press representative of Radio City Music Hall and publicity director, Center, Rockefeller Center, recently represented the Cinerama Corporation in Washington and Cincinnati.

WASHINGTON—A post of increasing interest to the motion picture industry was filled last week as George C. McConaughy was sworn in as chairman of the Federal Communications Commission. He stated that he believes controls on business should be as few as possible and exercised only when clearly in the public interest. The new chairman replaces Commissioner Rosel H. Hyde.

NEW YORK—Carl Leserman, executive vice-president, International Telemeter Corporation, last week at a board meeting announced his retirement from active management of the corporation, although he will continue as an active member of the board of directors. Leserman is one of the originators of the Telemeter system of pay-as-you-see TV.

HOLLYWOOD—Screen writers Richard Breen and Frank Nugent were named last week by the nominating committee as candidates for the presidency of the newly formed Writers Guild of America (West) topping a slate of candidates to be elected when all movie, radio, and TV writers meet on Nov. 17.

NEW YORK—Samuel Chernoff was appointed last week to the post of IFE midwest district manager, it was announced by Bernard Jacon, vice-president in charge of sales and distribution. Chernoff succeeds Bernard J. McCarthy, who recently resigned.

NEW YORK—Jacques Kopfstein, executive vice-president, Astor Pictures Corporation and Atlantic Television Corporation, resigned from these executive posts last week and at the same time severed his connections with all of their affiliates.



S. H. Fabian, president, Stanley Warner Corporation, recently looked on as Lowell Thomas, explorer and commentator, signed a contract to produce "Seven Wonders Of The World" in the Cinerama process, third film in the medium.

AA Won't Cut "Jungle"

HOLLYWOOD—Allied Artists announced last week that it refuses to delete Jan Sterling's dance sequence in "The Human Jungle" in order to have Lloyd T. Binford, Memphis, Tenn., censor board chairman, lift his ban against the film.

Instead, through Bailey Prichard, the company's exchange manager in Memphis, AA has requested that Binford see the film, which he admits he has not seen, to determine whether his fellow censor board members may have erred in disapproving the picture.

Binford's ban was put on "Jungle" after Avery Blakeney, Mrs. B. F. Edwards, and Mrs. St. Elmo Newton saw the picture and reported the dance scene objectionable because it was too sexy.

If Allied Artists continues its stand against cutting the scene and the ban is maintained, "Jungle" will play in West Memphis instead of a downtown Memphis theatre.

Fight Film Grosses High

NEW YORK—It was disclosed last week by a United Artists representative that the films of the Sept. 17 Marciano-Charles fight, currently in distribution by the company, have been shown in some 4,500 situations, and have earned an approximate \$275,000 gross to date.



Jean Goldwurm, president, Times Film Corporation, and owner, Little Carnegie and World, New York City, was honored recently when Dr. Eitel Monaco, president, Italian Association of Motion Picture Producers and Distributors and of Italian Films Export, presented to him the Italian government's Order of Merit in recognition of his distinguished pioneering in the presentation of Italian film achievements in America.

Industry Committee Ends Service Probe

NEW YORK—A study of the armed services' motion picture and photographic programs was turned over to the Secretaries of the three services recently by Eric Johnston, president, Motion Picture Association of America.

Under Johnston's direction, a team of experts began the study five months ago at the request of the Secretaries of the Army, Navy, and Air Force.

Purpose of the study of the armed forces photographic activities was to effect economies, avoid duplication, and to probe ways and means for private industry to perform certain operations with resultant savings to the government.

Headed by film executive Neil Agnew, a committee of 10 experts in various branches of the motion picture and photographic industries visited more than 75 installations across the nation during the study.

In addition to Agnew, the team consists of Drew Ebersson, John and Drew Ebersson, architects; Thaddeus J. Gaski, Pathe Labs, Inc.; Orton Hicks, Loew's, Inc.; Grant Leenhouts, independent film producer; Arthur Miller, Consolidated Film Industries; Taylor Mills, MPAA executive; General Lyman Munson (retired); Joseph Seidelman, president, World Film Associates, Inc.; Ellis Smith, DeLuxe Laboratories, Inc.; and Donald L. Velde, Donald L. Velde Enterprises.

Academy Awards Scheduled

HOLLYWOOD—It was announced last week that the annual Academy Award festivities have been set for March 30. Nomination ballots are expected to go out on Jan. 28, to be returned on Feb. 4, with nominations announced on Feb. 25.

The tentative schedule calls for mailing of the final ballots to Academy members on March 9, with a vote-casting deadline of March 21. Ceremonies will probably take place at the RKO Pantages, with radio and TV coverage already contracted for by Oldsmobile.

Devine Heads Union

NEW YORK—At a meeting of the board of Home Office Employees Union, H-63, IATSE last week, Edward Devine, U-I home office, was elected to fill the remaining term of president David Cassidy. Devine, a former union vice-president, will hold office until the beginning of 1955. Cassidy resigned the post to devote his full time to the union as a statistician. Edward Dewitt, RKO home office, has been named to succeed Devine in his former vice-presidency spot.

16mm. Trial Nears

HOLLYWOOD—Government lawyers and defendants in the Justice Department's 16mm. case against the film companies were asked last week by Federal Judge Harry C. Westover to file briefs on Oct. 18 containing statements of issue in the antitrust action.

Government counsel said that the plaintiff's objections to defendants' interrogatories will be filed by that time and requested an early trial date. The court indicated that the trial date may be set at the Oct. 18 hearing.

LETTERS TO THE EDITOR

20th-Fox Cuts Output To 20-22 Features

Dear Sir:

I read your editorial in your Sept. 15 edition of *MOTION PICTURE EXHIBITOR* and I think it is a most intelligent analysis of the "empty victories" won by exhibitors in the past 17 or 20 years, that should receive the sincere contemplation of all exhibitors and distributors, not to mention the Department of Justice itself, which has been too concerned with legalities and too unconcerned with economics.

It is unfortunate that when the two entities, exhibition and distribution, battle one another, their prime concern is to win the battle. The function of the Department of Justice, in these cases, it would seem to me, should be to act as judge and jury rather than attorney for the plaintiff.

As one who has spent his past 25 years in distribution, exhibition, and production, in which I am currently engaged, I think I take a very impartial view of this whole picture. When the block-booking situation was dissolved by the government, I was an exhibitor and one of the few who felt that the elimination of block-booking would work to the detriment of exhibition.

I know this sounds like second-guessing, but believe me, it's true. As a matter of fact, it will interest you to know that I was so cognizant of this situation that when I founded the National Television Film Council, back in 1948, I was fortunate in being able to carry out my plan for putting all competitive entities in one organization, controlled by the officers and directors of same. Thus, in the National Television Film Council, we have motion picture producers and distributors, television stations, and advertising agencies, (the last two buy the films), and related entities to television.

In the more than six years of NTFC's existence, I do not believe there has been one case of litigation, on the parts of these opposing entities, based on general business practices, which came under the control of the National Television Film Council immediately through the establishing of the standard exhibition contract.

The motion picture industry has attempted to do a similar thing, with COMPO. The big problem that exists, in this effort, which is tantamount to that exercised by the National Television Film Council, is the fact that the entities COMPO attempts to combine in one organization are already too strong individually to permit themselves to be assimilated by a parent organization. This, I am sure you agree with me, is most unfortunate. But something should be done about it, and I believe that you are one of the people who can help to bring it about. It would be too bad, if the shortsightedness of exhibition and distribution, again brought in the government, as attorney for the plaintiff.

The natural laws of supply and demand still seem to work best, and government intervention, unfortunately, usually results in an effort to make water run up-hill.

Previous experiences have, I am sure, cost the motion picture industry billions of dollars, and one would think that, at this stage, when the industry is fighting the biggest battle against the competition of other entertainment media it has ever fought, great attention should be given your fine editorial and a more intelligent meeting of the minds between exhibition and distribution.

I am proud of your editorial, with which I agree 100 per cent. I sincerely hope that you shall be most successful in awakening the full attention and cooperation of the motion picture industry.

MELVIN L. GOLD

President

Mel Gold Productions, Inc.

New York

Dear Sir:

With reference to your editorial of Sept. 15, the point you make is very well taken. I have always believed that there is no problem within this industry that cannot best be resolved within the industry, and it has always been my experience that when two people are concerned with a problem and sincerely want to be fair in their approach to it, it can usually be disposed of in a reasonably satisfactory manner. Now, whether this should involve all of the presidents of the companies sitting around together or whether it should be done on an individual basis I am in no position to determine at this writing, but I am certain that most difficulties arising from a lack of understanding of the respective problems can only be cleared up by an open and frank discussion.

STEVE BROIDY

President, Allied Artists

Hollywood

Dear Sir:

Why don't you do an editorial on "Eliminating Double Feature Programs?" There never was a valid reason for two features except for hungry exhibitors, and even with CinemaScope and other processes, double features are still with us with all its problems and uselessness.

NICHOLAS NASELLA

Projectionist

Staten Island, N. Y.

Dear Sir:

I never booked one foreign feature or short unless it was reviewed in *MOTION PICTURE EXHIBITOR*, on which basis I bought the subject or subjects, so how can I continue depending on this service and the many other services without a subscription? My check is enclosed.

E. M. OROWITZ

Hollywood

Dear Sir:

For your information, your reviews are the only reviews referred to as a guide to our buying and booking and have come to be known to us and film salesmen as our "Bible."

J. W. HEATON, Owner

Penn

Pennsboro, W. Va.

NEW YORK—After re-evaluating the business being done by 20th Century-Fox CinemaScope pictures, Spyros Skouras and Darryl F. Zanuck announced an important revision in the coming year's production schedule last week.

In order to insure that every production will be important in content, story, and entertainment values, the studio will limit its output for 1955 to 20 or 22 pictures, they announced. This is exclusive of an undetermined number of independently made pictures by noted producers to be filmed in Hollywood and Europe.

Among the best-seller books scheduled for production are Zanuck's personal production of "The Greatest Story Ever Told," adapted from the Fulton Oursler books, "Soldier of Fortune," starring Clark Gable and Susan Hayward; "The Racers," starring Kirk Douglas, Bella Darvi, Gilbert Roland, Lee J. Cobb, and Cesar Romero; "Katherine"; "A Man Called Peter," starring Jean Peters and Richard Todd; "Lord Vanity," starring Robert Wagner; "Untamed," starring Tyrone Power, Susan Hayward, and Richard Egan; "The Left Hand of God," starring Gregory Peck; "The Gun and the Cross"; based on Isabelle Ziegler's best selling book, "The Nine Days of Father Serra"; "The Tall Men," starring Clark Gable; "Prince of Players," starring Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, and Elizabeth Sellars; "The Wandering Jews"; "Sir Walter Raleigh"; and "Tigrero."

Original story spectacles include "India," the story of Alexander the Great and Chandra Gupta; "Saber Tooth," an adventure tale of prehistoric monsters; "Queen of Sheba," "The Lady and the Tiger," "The Girl in the Red Velvet Swing"; and "Jewel of Bengal," starring James Stewart and Jane Russell.

Musicals and adaptations of stage hits include Irving Berlin's "There's No Business Like Show Business," a cavalcade of the show world, starring Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, and Mitzi Gaynor; "The Seven Year Itch," starring Marilyn Monroe and Tom Ewell; "The King and I," from the sensational Rogers and Hammerstein Broadway stage musical; "Daddy Long Legs," starring Fred Astaire and Leslie Caron, and "Pink Tights," a musical tale of Old New York starring Sheree North.

Among outside pictures definitely set for release are "Carmen Jones," produced and directed by Otto Preminger from the Oscar Hammerstein stage musical, starring Harry Belafonte, Dorothy Dandridge, Olga James and Pearl Bailey; "The Adventures of Hajji Baba," starring John Derek and Elaine Stewart, produced by Allied Artists; and "White Feather," a Leonard Goldstein production, starring Robert Wagner, John Lund, Debra Paget, and Jeffrey Hunter, produced by Robert L. Jacks, directed by Robert Webb.

The company announced that top producers and directors would be assigned to each film; and that each would be backed by all-inclusive exploitation and publicity campaigns.

Konecuff

(Continued from page 8)

helps in the selling of a film. Its very difference of shape is a good selling point.

He hoped the industry would never come to standardization because the success of the various pictures will depend on their individual presentation, with various presentations proper for different stories.

He thought that relaxation of the Production Code of the MPA was a step in the right direction, but he had no further comment to make on this since a seal has been granted "Carmen Jones." As for "The Moon Is Blue," which was denied a code seal, this film has grossed over four millions domestically with the end not in sight as yet, despite the ban on bookings by major circuits.

Preminger still has one picture to make for 20th-Fox under an existing contract, but nothing has been set as yet. While he has plans for a few pix to be made on his own, he couldn't reveal those details as yet. He did state that he was working on an Italian play, "The Vintage Years," which is being adapted by F. Hugh Herbert for presentation on the Broadway stage. Yes, he would resume his acting career if he were offered the right part, but thus far he has been unable to get away from the roles of a Nazi officer.

At the moment, he is working on a TV presentation, a "spectacular" which will present three stories by Noel Coward and a host of prominent personalities. He likes to work in TV as well as in pictures.

"Carmen Jones" opens at the Rivoli on Oct. 28 and he preferred this house because of its custom of long runs insures a wide segment of the public getting a chance to view the film.

TICKLISH DEPARTMENT: There we were one day sitting in the office all by our lonesome waiting for a press agent to wander in so that he could scratch our back with some of those really sharp releases they leave. Just at the right time, in walked a messenger bearing a very useful object—a back scratcher from the famous Montague Salmon, managing director of the Rivoli.

After putting same to good use, we noted a missive attached which stated in effect that Salmon was sending same because it is used effectively by James Stewart in "Rear Window" which, by coincidence, happens to be playing the theatre and because he thought it was going to be a very popular household object.

As a matter of fact, he went so far as to tie in with the Barker Greeting Card Company, which is putting out the 14-inch long scratcher as a novelty greeting card. Salmon has arranged to award 50 of the gimmicks to as many persons who provide the longest lists of logical possible uses for the item.

Good man, that Monty. Scratch. Scratch.

THE METROPOLITAN SCENE: Film producer Walter Wanger engaging in an extensive series of personal appearances on TV and radio heralding his latest screen entry, "The Adventures of Hajji Baba," to coincide with the opening at the Globe. . . . Last week saw Loew's Theatres marking its 50th anniversary via



Robert S. Benjamin, chairman of the board, United Artists, and Mrs. Benjamin are seen attending the recent Capitol, New York City, world premiere of UA's "The Barefoot Contessa," which benefited CARE, UN relief organization.

a gathering of floats in front of the Loew Building, which were to tour the other boroughs of the city plugging forthcoming product which has been booked on the circuit over the next few months. Manhattan Boro prexy Hulan Jack was also on hand to make with the sign changing ceremonies for the benefit of photographers while pretty gals in various states of dress and undress assisted by looking pretty. A part of the display was a mobile exhibit of fotos showing the development of the business over the last 50 years, sponsored by Eastman Kodak with free admission to the interested public. . . . MGM out with a humorous booklet containing old time fotos and appropriate captions plugging "Beau Brummell." . . . Okeh pressbooks are out on "African Adventure," "The Adventures of Hajji Baba," "Suddenly," "Three Hours To Kill," and "Sabrina." . . . Warners is sending out a cute birth notice announcing the arrival of "A Star Is Born" at the Paramount and Victoria. . . . Scores of celebrities, leading exhibitors, leaders in industry, sports, etc., as well as representatives of John Q. Public were in attendance as "The Barefoot Contessa" was unveiled at the Capitol for the benefit of CARE, international relief organization. TV and radio covered and the event impressed. . . . More than 500 telegrams were sent to principal exhibitors motion picture editors, and others, apprising them that Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, and Charles Bickford were starting filming of "Not As A Stranger" under the guidance of Stanley Kramer. . . . David E. (Skip) Weshner has been appointed sales representative for "The Barefoot Contessa." . . . 20th-Fox is plugging "Woman's World" and "Adventures Of Hajji Baba" via tunes especially recorded to coincide with the release of the films a la "Three Coins In The Fountain," and they are hoping for a repeat popularity-wise. . . . Ben Halpern, assistant to foreign publicity manager Sam Cohen, became the father of a daughter. It's his second child. . . . A print of "Rasho-Mon" was presented to the Museum of Modern Art Film Library by James A. Mulvey, president, Samuel Goldwyn Productions, Inc.

BLOOPER DEPARTMENT: "Woman's World" has a scene in it plugging Macy's. So what happens? The store's chief competitor, Gimbels, takes out a two-page ad

42nd Street Ads Hit

NEW YORK—In answer to a reported number of complaints, License Commissioner Edward T. McCaffrey called a meeting last week to discuss with theatremen the type of advertising being used in certain houses on 42nd Street between Seventh and Eighth Avenues.

Commissioner McCaffrey said that the advertising has been the subject of complaints from religious, business, and civic leaders. Representatives of these groups were invited to attend the meeting.

McCaffrey said the advertising objected to is used largely in connection with "immoral, crime, and gangster" pictures. The present move against the advertising marks the second time in recent months that concerted objections have been voiced against this type of publicity.

in the New York papers plugging the film. We guess Macy's didn't tell Gimbels this time either. . . . Then the Times Square Stores, an organization of auto and appliance shops runs a full page ad in the papers under the head "Great Loves Of Our Times," where on the one hand a still is used of Rock Hudson and Jane Wyman embracing along with the copy, "One of the great film loves of modern times . . . Rock Hudson and Jane Wyman in their latest film." The other half of the ad was devoted to another love of modern housewives, a washing machine. The point we're making is that someone neglected to mention the name of the picture which would make the U-I boys very happy. . . . Now the scene is set in the promotion offices of Macy's where an offer is made to tie-in Gina Lollobrigida with a campaign and a possible visit to the store, etc. But the store knows from nothing about Lollobrigida so they're not having any. She arrives, and the barrage of fotos and publicity mounts like crazy. Macy's does an about face and asks for Gina but too late. She's gone to play in someone else's back yard.

EXHIBITORS EVERYWHERE
are writing notes like this!

Urgent
Visit Booths 47-48-49
During Equipment
Show Oct 31 - Nov. 4
See Raytone's new
HiLux all-purpose
Screen!

RAYTONE SCREEN CORP.
165 Clermont Avenue, Brooklyn 5, N. Y.
MID-WEST: L. E. Cooley, 408 Oak Park Ave., Oak Park, Ill.

The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (OCTOBER 13, 1954)















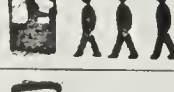
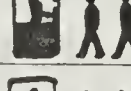
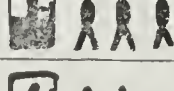
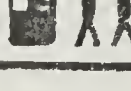
 Registering grosses in the highest brackets.

 Just fair, nothing out of the ordinary, average.



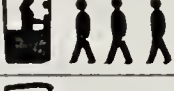
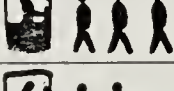

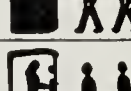

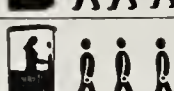








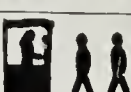

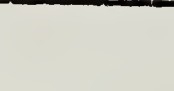
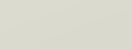
 Good, although not breaking down the walls.

 Disappointing, below what was expected.

Newcomers

A BULLET IS WAITING (82m.) (Columbia)	
BETRAYED (108m.) (MGM)	
BRIGADOON (108m.) (MGM) (CinemaScope)	
CROSSED SWORDS (83m.) (UA)	
DAWN AT SOCORRO (81m.) (U-I)	
DRAGNET (89m.) (WB)	
HER 12 MEN (91m.) (MGM)	
NAKED ALIBI (86m.) (U-I)	
ROGUE COP (92m.) (MGM)	
SABRINA (113m.) (Paramount)	
SITTING BULL (105m.) (UA)	
SUDDENLY (77m.) (UA)	
THE BLACK SHIELD OF FALWORTH (99m.) (U-I) (CinemaScope)	
THE BOUNTY HUNTER (79m.) (WB)	
THE EGYPTIAN (140m.) (20th-Fox) (CinemaScope)	
THE RAID (83m.) (20th-Fox)	
THE VANISHING PRAIRIE (75m.) (Buena Vista)	
WOMAN'S WORLD (94m.) (20th-Fox) (CinemaScope)	

Continuing

ABOUT MRS. LESLIE (104m.) (Paramount)	
ADVENTURES OF ROBINSON CRUSOE (90m.) (UA)	
APACHE (87m.) (UA)	
BROKEN LANCE (96m.) (20th-Fox) (CinemaScope)	
DUEL IN THE JUNGLE (102m.) (WB)	
FRANCIS JOINS THE WACS (94½m.) (U-I)	
HUMAN DESIRE (90m.) (Columbia)	
KING RICHARD AND THE CRUSADERS (114m.) (WB) (CinemaScope)	
LIVING IT UP (95m.) (Paramount)	
MAGNIFICENT OBSESSION (108m.) (U-I)	
ON THE WATERFRONT (108m.) (Columbia)	
PUSHOVER (88m.) (Columbia)	
REAR WINDOW (112m.) (Paramount)	
SEVEN BRIDES FOR SEVEN BROTHERS (103m.) (MGM) (CinemaScope)	
SUSAN SLEPT HERE (97m.) (RKO)	
THE CAINE MUTINY (125m.) (Columbia)	
THE DIAMOND WIZARD (83m.) (UA)	
THE GAMBLER FROM NATCHEZ (88m.) (20th-Fox)	
THE STUDENT PRINCE (107m.) (MGM) (CinemaScope)	
VALLEY OF THE KINGS (86m.) (MGM)	

Youngstein To Map UA European Plans

NEW YORK—Max E. Youngstein, vice-president, United Artists, left by plane for Europe last week to set the top-budget campaigns heralding international premieres of "The Barefoot Contessa" in foreign spots.

To chart the most extensive slate of advertising, publicity and exploitation activities that has ever launched a UA release overseas, Youngstein will confer with UA's top promotion sales executives in Paris, London and Rome, including Charles Smadja, continental manager; Montague Morton, managing director in Great Britain; European promotion head Richard Condon; Georges Rouvier, managing director in France; and Kurt Unger, UA representative in Italy.

Youngstein will also map details of the "Contessa" openings with leading Continental exhibitors, government officials and principal officials of D.E.A.R., Italian distribution organization.

The first overseas premiere of "Contessa" will be held at the Odeon Leicester Square, London, on Nov. 4, and openings in principal cities throughout the continent will follow shortly thereafter.

In addition to mapping the "Contessa" campaign, Youngstein will meet with producers currently readying or filming pictures overseas for UA release. The UA executive has also slated discussions with representatives of the J. Arthur Rank Organization on distribution plans for "Romeo and Juliet," awarded the Grand Prize at the recent Venice International Film Festival; and "The Purple Plain," Gregory Peck starrer, both films to be released in the United States by United Artists.

E.A.J. On Eastern Mission

HOLLYWOOD—Eric A. Johnston announced last week that he will leave "within 30 to 45 days" on his third trip to the Middle East as the personal representative of President Dwight D. Eisenhower, in an effort to reach a settlement of current Arab-Israel difficulties.

Johnston said he has a still more extensive trip in prospect before the end of the year, when he expects to visit the Far East with his tentative itinerary including Japan and India.



Walter Branson, RKO world-wide sales manager, right, and Joseph Tushinsky, center, recently discussed Superscope plans at the New York home office with Edwin J. Smith, Jr., assistant foreign sales manager, prior to Branson's and Tushinsky's departure for Europe for demonstrations.

Miscellaneous

In The Newsreels

IN ALL FIVE:

Cleveland: Giants win world series in four straight.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 82) Denver: President Eisenhower confers with Stevens, Ridgway, and Gruenther. Malaya: Farmers protect harvest from Reds. Sewart Air Force Base, Tenn.: Airmen show how to deliver goods. New York City: Pakistan Premier welcomed. Hawthorne, Cal.: Splitting hairs for progress in industry. Football: Purdue upsets Notre Dame.

NEWS OF THE DAY (Vol. XXVI, No. 212) Washington: Dulles reports on nine-nation pact to re-arm Germany. Resolute Bay: Canadian convoy brings supplies to U.S.-Canada defense and weather outpost in the Arctic. New York City: Pakistan Premier welcomed. Korea: Withdrawal of American troops protested by South Korean veterans in Seoul. Football: Wisconsin downs Michigan State.

PARAMOUNT NEWS (No. 15) Washington: Dulles reports on nine-nation pact to re-arm Germany. Groton, Conn.: World's first atom sub joins fleet. Hawthorne, Cal.: Splitting hairs for progress in industry. Korea: Withdrawal of American troops protested by South Korean veterans in Seoul.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 610) Korea: Withdrawal of American troops protested by South Korean veterans in Seoul. England: New jet tank. Football: UCLA bests Maryland; Duke bests Tennessee.

WARNER PATHE NEWS (Vol. 26, No. 17) Washington: Dulles reports on nine-nation pact to re-arm Germany. Groton, Conn.: World's first atom sub joins fleet. New York: Banking under glass. French Alps: 'Copter hauls pipeline up mountain. Trenton, N. J.: Acrobats practice atop building. Football: UCLA bests Maryland.

IN ALL FIVE:

World series.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 81) England: London nine power conference opens. Denver: President Eisenhower gives the press a beef stew treat. Germany: Mechanical hands show dexterity at Berlin Industrial Exposition. Italy: 500th U.S. aid shipment arrives. Korea: U.S. troop withdrawal protested. Italy: Trevi Fountain of "Three Coins" fame invaded by U.S. blonde.

NEWS OF THE DAY (Vol. XXVI, No. 211) England: London nine power conference opens. Denver: President Eisenhower gives the press a beef stew treat. Germany: U.S. atomic show in Berlin. New York City: Japanese Prime Minister Yoshida visits. Egypt: British continue evacuation of Suez.

PARAMOUNT NEWS (No. 14) Japan: Typhoon-ship disaster. England: London nine power conference opens. Washington: Ex-Red official gives data on missing Americans. France: Paris show of old robots.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 609) Japan: Typhoon-ship disaster. Korea: U.S. troop withdrawal pro-



Stanley Warner executives recently left New York for the "This Is Cinerama" opening at the Casino, London, England. From left to right are seen Sam Rosen, executive vice-president, Stanley Warner Corporation; his son, Arthur Rosen; Abe Fabian; and Si Fabian, president, Stanley Warner.

Fabian Heads Israel Dinner

NEW YORK—S. H. Fabian, president, Stanley Warner, will be chairman, and Spyros P. Skouras, president, 20th-Fox, will be guest of honor at the annual dinner concert of the American Fund for Israel Institutions, scheduled for Jan. 5 at the Waldorf-Astoria as a highlight of the fund's campaign for \$1,857,000, it was learned last week.

Edward A. Norman, fund president, stated that "the most eminent civic and philanthropic leadership of Mr. Fabian and Mr. Skouras assures us that once again the fund's annual dinner concert, an artistic tradition of the New York winter season since 1947, will be an outstanding success."

The American Fund supports leading cultural institutions in Israel including theatres, Israel Philharmonic Orchestra, Inbal Dance Company, art and archaeology museums, institutes for language and literature and key vocational schools and colleges such as institutions for agricultural and maritime training, commercial design, law, economics, accounting and business management, and administration studies.

tested. Italy: Hunting dog trials. France: Parachute champion shows style. California: "Horse night" at the drive-in.

WARNER PATHE NEWS (Vol. 26, No. 16) Japan: Typhoon-ship disaster. England: London nine power conference opens. Germany: U.S. atomic show in Berlin. Korea: U.S. troop withdrawal protested. New York City: Japanese Prime Minister Yoshida visits. Washington: Ex-Red official gives data on missing Americans. Denver: President Eisenhower gives the press a beef stew treat. The Arctic: Eskimos turn coal miners.

NATIONAL LEGION OF DECENCY

Oct. 7, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Bounty Hunter" (Warners); "They Rode West" (Columbia); "This Is Cinerama" (Cinerama); "White Christmas" (Paramount); UNOBJECTIONABLE FOR ADULTS: "Passion" (RKO); "The Shanghai Story" (Republic); "Woman's World" (20th-Fox); OBJECTIONABLE IN PART FOR ALL: "Human Jungle" (AA); "A Star Is Born" (Warners); CONDEMNED: "Lovers, Happy Lovers" (AFE).

Rathvon To Present Top German Films

NEW YORK—Plans are being made to bring some top German films to this country. This was the announcement made last week by N. Peter Rathvon, president, Rathvon Overseas, Ltd., at a trade press conference in the offices of International Affiliates.

The first film to arrive here is "No Way Back," which received the Best German feature prize for 1953 at the Berlin Film Festival, as well as best actor and music. The film was very successful in Germany, it was said, and has been dubbed for the American market. However, no deal has been made as yet for domestic distribution.

Rathvon announced that his German subsidiary production company, Trans-Rhein Films, will begin shooting soon on another film, "Embassy Baby," which will star Joseph Cotten and Eva Bartok. It will be made in German and English versions with each version modified to suit the particular market at which it is aimed. Another product on the agenda is the film version of George Orwell's "1984," which will not go into production until February. This film, it was said, will also be shot in German and English versions.

It is Rathvon's plan to produce all his forthcoming films bilingually so that they may have an appeal in both markets. Rathvon explained that he and his associates have studied both the German and American markets for the purpose of discovering the special appeal peculiar to each.

Rathvon explained that he expects to produce three pictures a year. In addition, he hoped to be able to make a picture in the United States but no definite plans have been made, and it would be more than a year before any such production could get underway. Rathvon also said that he would be very glad to co-produce pictures with other countries.

Rathvon said that Columbia International will handle distribution of "Double Destiny" and "Embassy Baby" in France and Germany. As for the situation in the German film industry Rathvon said that attendance is very high but that there are too few houses. In the American market, International Affiliates is representing the Rathvon interests.

NT Declares Dividend

HOLLYWOOD—At a meeting of the board of directors of National Theatres, Inc., last week a quarterly dividend of 12½ cents per share was declared on outstanding common stock payable Nov. 4, to stockholders of record at the close of business on Oct. 21. This is the first quarterly dividend declared by NT, and the first dividend declared during the current fiscal year which began last Sept. 26.

DEAL DIRECT AND SAVE

on: **Quality Theatre Equipment**

Factory-to-you Values on the BEST for Drive-ins and Indoor Houses. **SATISFACTION GUARANTEED.** Write for complete catalog and valuable portfolio FREE.

First American products, inc.

1717 Wyandotte St., Kansas City 8, Mo.

BETTER MANAGEMENT

*Valuable Exploitation Keys
To Profitable Merchandising*



Norman Schwartz, left, manager, Aztec, San Antonio, who recently used an old-time circus calliope and clown to bally the opening of Warners' "Ring Of Fear," is seen watching the clown passing out handbills in front of the theatre. The novel promotion stunt gained plenty of attention at the boxoffice.

"Suddenly" Premiere Gets Top Promotion

NEW YORK—A lively campaign combining a city-wide music store promotion, a barrage of disc jockey plugs, and crowd-building contests is lifting the lid on the regional New York premiere of United Artists' "Suddenly," which bowed last week at the Mayfair.

Pegged on Frank Sinatra's popularity as a singer and capitalizing on the Academy Award earned by the star in his last screen performance, the promotion kicked off with a week-long slate of disc jockey broadcasts beaming the cream of the Sinatra classics round-the-clock.

The top disc jockeys were guests at special screening of the suspense thriller, and bracketed the music with generous announcements of the Mayfair premiere playdate.

A strong agenda of TV mentions supporting the Sinatra song jubilee included telecast highlights of the action drama and plaudits from video personalities who were hosted at advance showings.

A natural prop for the wide-ranging "Suddenly" campaign spotted impressive window displays in 150 New York music stores and record shops, including major outlets in the Times Square area. The displays comprised blow-ups of Sinatra, big builds of the star's latest albums and records, "Suddenly" scene stills, and a large announcement poster carrying credits and playdate.

An opening day lobby contest for singing hopefuls was keyed to the query, "So you think you sing like Sinatra?" Amateur crooners gathered at the Mayfair on opening morning and recorded a chorus of their own choice. The platters will be forwarded to the star in Hollywood, who will make the final choice of just who sounds like whom. The winner will receive Frankie's "Swing Easy" album and professional help in moving toward a singing career. The contest was heralded with heavy disc jockey plugs and stories in the New York dailies.

Other opening-day hoopla included distribution of autographed Sinatra records

"Christmas" Album Set

NEW YORK—Paramount and Columbia Records have completed plans for the saturation exploitation of a "White Christmas" album by Rosemary Clooney consisting of eight Irving Berlin numbers from the VistaVision film. Recorded with the Percy Faith orchestra under supervision of Mitch Miller are the following numbers by Miss Clooney, the title song, "White Christmas," "Sisters," "Snow," "Count Your Blessings," "Mandy," "Gee, I Wish I Was Back In The Army," "Love, You Didn't Do Right By Me," and "The Best Things Happen While You're Dancing." Paramount expects the record tieup to provide exploitation opportunities for exhibitors with music stores, disc jockeys, radio and television stations.

to the first 100 persons in line. Among the news-worthy premiere arrivals were members of the United States Secret Service, which figures in "Suddenly."

Musical background for the opening was provided by a jukebox stationed in the outer lobby and stocked with Sinatra's all-time hits. The machine, which can be operated by passersby coin-free, will remain at the Mayfair throughout the New York premiere run.



Mel Gaitskill, Paris, Paris, Ky., recently had these two kids in Alpine costume out as street bally for United Artists' "Heidi" and "White Mane."

U-I To Sell Three Via Magazine Ads

HOLLYWOOD—Universal-International has allotted a record \$281,000 for the national magazine advertising campaigns to pre-sell three of its major fall and early winter releases, David A. Lipton, vice-president, announced last week at the concluding meeting of U-I's east and west coast advertising-publicity executives.

The allocation, the largest sum ever appropriated by U-I for a three-picture magazine campaign, will bring U-I's total expenditure for magazine advertising during 1954 to a new high of \$750,000, Lipton pointed out. This is more than double the amount spent in national magazines during 1953 and puts U-I close to the top among all major motion picture companies in dollar volume of such advertising for the year.

First of the three will be "Bengal Brigade," in Technicolor, starring Rock Hudson, Arlene Dahl, and Ursula Thiess. These ads will appear as two-and-a-half page color spreads in both Look and Collier's. The Christmas release of "Sign Of The Pagan," Technicolor CinemaScope spectacle starring Jeff Chandler, Jack Palance, Ludmilla Tcherina, and Rita Gam, will be heralded with full color ads that will include a double truck in Look, a full page in Life, and full color ads in This Week and Parade, plus the fan magazines. "So This Is Paris," gay Technicolor musical starring Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvet, and Paul Gilbert, is set for a New Year's release and will be pre-sold with an unprecedented color campaign in more than 50,000,000 copies of 20 national publications.

Loew's Celebrates Jubilee

NEW YORK—Loew's Theatres in Greater New York began a two-month celebration of Loew's Golden Jubilee last week, marking the 50th anniversary of their founding by the late Marcus Loew.

Ernie Emerling, Loew's ad-publicity head, and his staff, assisted by the managers of more than 50 Gotham theatres, are planning an enthusiastic campaign which will involve all forms of motion picture theatre promotion—newspapers, radio, TV, screens, and exploitation.

The Golden Jubilee, marking the progress of Loew's from the penny arcade era to today's plush showplaces, offers many avenues of institutional promotion. While all the anniversary angles will be exploited to the fullest, greatest attention will be given to selling the extremely strong line-up of films booked, including "Living It Up," "Seven Brides For Seven Brothers," "Betrayed," "The Caine Mutiny," "Rear Window," "On The Waterfront," "Sabrina," and "Brigadoon."

A Times Square demonstration launched Loew's Golden Jubilee Motorcade, composed of floats on the first four attractions and a Motion Picture Museum.

TOA

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4

*Leading
Motion
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CONVENTION

and *TRADE SHOW*

Conrad Hilton Hotel • Chicago

OCT. 31 • NOV. 1•2•3•4

CONVENTION PREVIEW ISSUE



The PHYSICAL THEATRE and EXTRA PROFITS departments of **Motion Picture EXHIBITOR** combine for this one issue in order to bring to theatremen a pre-convention report of what awaits them in Chicago in what is destined to be one of the industry's greatest meetings.

Combined Issue Date
OCTOBER 13, 1954

In your theater, too...

**everybody
goes for Coke!**

When your patrons come to see the show, they expect to find refreshment, too. Because they do, you have the happy opportunity to pick up extra profits. Everyone enjoys the sparkling refreshment of delicious Coca-Cola. *You'll* enjoy the handsome return you get when you install vending equipment in a few square feet of floor space. There's a wide variety available. For the money-making details, write The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.



Announcing the New

WAGNER NEVIOL FLUORESCENT PLASTIC CHANGEABLE COPY LETTERS

NEVIOL U. S. PAT. NO. 2486859. OTHER PATENTS PENDING.

REVOLUTIONARY! ENTIRELY DIFFERENT!

Formed in clear plastic and processed with a newly developed and patented process fluorescent material, each of these letters, by the use of "black light" becomes a separate, actual light source not dependent on transmitted visible light or the translucence of the sign face. *They Create Colored Light Rather than Lighted Color.*

UNBELIEVABLE BRILLIANCE AND DISTANT READABILITY WITHOUT GLARE

The extreme brightness and strikingly DIFFERENT colors, impossible with other letters, make them especially ideal for installations which are "hedged in" by an abundance of competing light. They are also unusually effective by natural daylight.

THE ONLY THIRD-DIMENSIONAL ILLUMINATED LETTERS EVER MADE!

The black light affords a uniformity of illumination of every letter virtually impossible with previous types of lighting.

GUARANTEED LONG LIFE

Not to be confused with letters which employed fluorescent materials which were front illuminated and exposed to the sun, these new letters are processed on the back and will not pass the ultra-violet rays of the sun. They are accordingly extremely fade-resistant.

ADAPTABLE TO ALL WAGNER FRAMES

The letters are slotted for wind-proof mounting and may be used with economical modification on existing Wagner display frames.

YOU HAVE TO SEE THEM TO BELIEVE

See Wagner Neviol Fluorescent Letters demonstrated at the big TESMA-TEDA-TOA-IPA equipment show October 31—November 4, Conrad Hilton Hotel, Chicago. Be first to take advantage of this great development. Write, wire, or phone for further details and prices NOW!

WAGNER SIGN SERVICE, INC.

218 S. HOYNE AVENUE

CHICAGO 12, ILLINOIS

Why Strong Lamps Are Different

WHY THEY ARE USED WITH MOST CINEMASCOPE PRESENTATIONS

Best possible screen lighting is a major objective—the most light, evenly distributed, of constant intensity, and unchanging color value.

These exacting high standards have been realized with the development of Strong's exclusive Lightronic crater-positioning system which automatically maintains the position of the positive arc crater at the EXACT focal point of the reflector. Manual adjustments, which at best lead to uncertain results, have been made entirely unnecessary.

As the only lamps produced complete within one factory, Strong lamps can be screen-engineered for maximum efficiencies. That's why more dealers sell and more theatres buy Strong-made projection arc lamps than any other make.

Send today for full details on the Strong Super "135" and Mighty "90" projection arc lamps.

ALL YOU DO IS STRIKE THE ARC

The positive and negative carbons are advanced by separate motors, the speeds of which are governed by the Bi-metal Lightronic Tube. Once the arc has been struck, the crater position and gap length are maintained automatically, and without constant attention by the projectionist.

With the new presentation techniques complicating his job, the projectionist is particularly appreciative of this simplified control. Furthermore, he is quick to see the advantages of the unitized component design which affords such wide versatility in these lamps. He can, in a matter of moments and right in his projection room, effect the simple changes necessary to attain the correct light requirement for any of the various techniques. It is even possible for him to get the light requirements of two different types of techniques on the same program.

TRUE VERSATILITY

A choice of four different carbon trims can be burned in a total of seven separate manners to attain any desired degree of cost of operation, screen illumination, or burning time.

SIMPLIFIED CONTROL

Only one control is required for selecting any amperage within the range of a particular mode of operation.

THE MOST POWERFUL LAMPS

Burning 10 mm "Hitex" carbons at 135 amperes, or 11 mm regular carbons at 120 amperes, impartial foot candle meter tests prove the Strong "Super 135" the most powerful projection arc lamp, and you can't argue with a light meter.

The Infra-Ban Beam-Cooler unit diverts the heat rays away from the aperture, making possible a tremendous increase in usable light without a corresponding increase in heat at the aperture.

A stream of air directed just above the arc stabilizes its burning and prevents the deposit of soot on the reflector.

Strong has also designed new rectifiers with a range of from 90 to 135 amperes to fill the power requirements of all the systems of screen presentation.

*When the lamps are **STRONG** the picture is bright!*

THE STRONG ELECTRIC CORPORATION

"The World's Largest Manufacturer of Projection Arc Lamps"

21 CITY PARK AVENUE

TOLEDO 2, OHIO

Please send me free literature on Strong Super "135" and Mighty "90" projection lamps.

NAME

THEATRE

STREET

CITY & STATE

LAYING IT

On The Line

The Guest of Honor

The word "greatest" is probably one of the most abused in the English language, particularly in the motion picture industry, but if there is any better adjective to describe the forthcoming gathering in Chicago we frankly can not think what it could be. Those of you who have attended the conventions and trade shows of recent years do not have to be told of the wealth of information that is there for the taking. This year in addition to the Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association, and the Theatre Equipment Dealers Association, the International Popcorn Association will also hold its annual Convention and contribute heavily to the Trade Show.

For quite some time voices in all branches of this business, including this department's, have been calling for one gigantic all-industry meeting similar to that of other great industries. We realize there are many problems that must be ironed out before this can come about. However, it is heartening to see that every year we seem to be reaching a bit closer to that goal.

Running from October 31 through November 4 at Chicago's Conrad Hilton Hotel, the TOA-TESMA-TEDA-IPA Trade Show will present the most comprehensive and exciting collection of equipment and services ever gathered under one roof.

In the year that has raced by since the last meeting hundreds of products have been improved and just as many new items have been developed to aid the theatre operator in presenting films in a manner that reflect the tremendous strides that have recently been taken. However, it would be rare the individual who would not get a bit bewildered trying to keep up with all these changes. The Trade Show offers what no single manufacturer or dealer can; the opportunity to see all this equipment in one place, set up in special displays with experts to explain the most important features.

As has been our practice for the past three years we have again combined our PHYSICAL THEATRE and EXTRA PROFITS departments in order to give you the most complete Trade Show information available. We have made every attempt to present only the type of material will be of genuine value and interest.

We cannot urge you strongly enough to attend this year's Convention-Trade Show. It will undoubtedly furnish you with the knowledge necessary in order to make the wisest and most economical purchases, as well as picking up many new pointers on theatre operation.

For those of you who will attend we suggest that you use this issue as a guide to who and what to visit at the Trade Show.

Remember that you are the guest of honor.

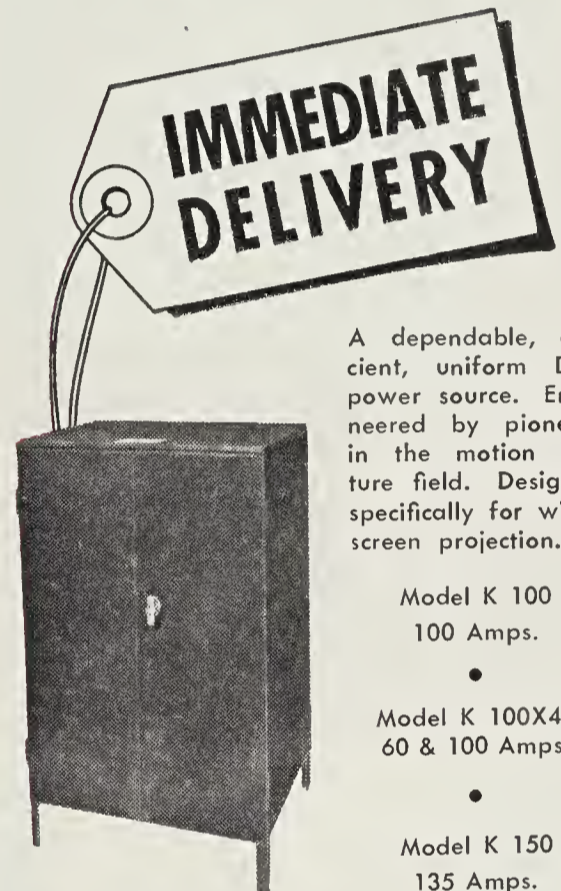
Be at the Conrad Hilton Oct. 31-Nov. 4!

PHYSICAL THEATRE Combined with EXTRA PROFITS

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Engineered for
**WIDE SCREEN
PROJECTION SYSTEMS**



A dependable, efficient, uniform D.C. power source. Engineered by pioneers in the motion picture field. Designed specifically for wide-screen projection.

Model K 100
100 Amps.

Model K 100X40
60 & 100 Amps.

Model K 150
135 Amps.

NEW "RO-RO" for single-phase current

A newly patented attachment now permits satisfactory operation of 3-phase rectifiers off single-phase lines. Send for details.

ROBIN-ESCO Super-Power MOTOR GENERATORS

A quality product built especially for wide screen service and is available in 60 volts—145 amperes, 80 volts—135 amperes. These units may be operated on a continuous basis at these ratings.

Write, Wire or phone
for details

Sold through
independent supply dealers



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Manufacturers of
RECTIFIERS • MOTOR-GENERATORS
SCREENS • PROJECTION LENSES

BECAUSE
GROSSES and Average-Cents-Per-Person
JUMP 60%—AND MORE...

MORE AND MORE
 top theatre chains are switching to
SODASHOPPE!

Thousands of theatres from coast to coast including some of the biggest chains like RKO • LOEW • PARAMOUNT • WARNER • INTERSTATE • CENTURY find they make more money with SodaShoppe!

These money-making soft drink cup dispensers offer theatre patrons complete selectivity in all popular flavors, in both carbonated and non-carbonated drinks. There's a delicious refreshing drink for everyone — served quickly and efficiently!



THE 6-DRINK SODASHOPPE

is a top location cup dispenser — it's the model that has established a phenomenal money-making record! It not only grosses more, but certified reports prove it more than doubles the 'Average-Cents-Per-Person'!

Vends 4 carbonated and 2 non-carbonated drinks (only 4 syrup tanks). Has 1200 cup capacity, enormous 2400 drink syrup capacity.



THE 8-DRINK SODASHOPPE

is a TRUE 8 drink cup dispenser that can serve both Cola and Root Beer besides a full line of fruit flavors . . . this feature cannot be said of many other types of so-called 8-drink machines!

Vends 5 carbonated and 3 non-carbonated drinks (only 5 syrup tanks). Has 1200 cup capacity, 1900 drink syrup capacity.



THE DUAL CUP STATION THEATRE MODEL

designed exclusively for theatre operation. It has dual cup stations, dual cup mechanism, and dual change-makers to handle peak crowds twice as fast and insure maximum sales and maximum profits!

Vends 6 carbonated and 4 non-carbonated drinks (only 6 syrup tanks). Has 1000 cup capacity, 3000 drink syrup capacity.

All SodaShoppes are marvels of mechanical and electrical simplicity, assuring continuous service-free performance. They have enormous cup and drink syrup capacities, which means they serve more people with far fewer servicing calls.

Fill out coupon and MAIL TODAY!

APCO, INC.

1740 Broadway (at 56th Street), New York 19, N. Y.

Gentlemen:

Please send me full particulars about the:

- 6-Drink SodaShoppe
- 8-Drink SodaShoppe
- SodaShoppe Jr.
- Dual Cup Station Theatre Model SodaShoppe
- Advise name of nearest SodaShoppe operator

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Get the facts on this guaranteed
INCREASE IN PROFITS FOR YOU!
 Prove it to yourself — insist that your operator
 install a SodaShoppe
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America's Foremost Pioneers of Beverage Dispensers
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PLaza 7-3123

Regional Sales Representatives Throughout
 The United States

For the smaller theatre, Apco has designed the high-profit

SODASHOPPE JR.

which has all the service-free features of every SodaShoppe, and yet allows for bigger profits per patron. It is a 3-Drink machine (only 2 syrup tanks) — vends 2 carbonated and 1 non-carbonated drink—and has 1000 cup capacity and 1250 drink syrup capacity.



See the complete APCO LINE OF SODASHOPPE
 at the combined TESMA, TEDA, TOA & I
CONVENTION

Booths #79 - 80 - 81 - 82 - 83 - 84, 166 - 6

October 31 — November 4

A Theatre Operator Looks At The Trade Show

By Walter Reade, Jr.

President, Theatre Owners of America



Pre-Convention Issue of

PHYSICAL THEATRE

Combined with

EXTRA PROFITS

October 13, 1954

THE alert exhibitors of the nation will make the 1954 TOA convention and TESMA-TEDA-TOA-IPA Trade Show, October 31 through November 4, Conrad Hilton Hotel, Chicago, the final MUST of this year.

Whereas in the past theatre owners had to split their time and personnel among the separate conventions of TESMA, TEDA, TOA, and IPA, here, for the first time, all will be gathered under one roof at the same time.

It is certain to be a profitable investment of time and energy and money. Much of the returns may be measured by dollars and cents, but much more will be measured by experience and knowledge.

Throughout the year the average theatre owner has constant local and regional contacts with fellow exhibitors, working in concert for mutual benefit. And each year at the annual conventions he contributes the wisdom and experience of those contacts to the national association membership.

Throughout the year the average theatre owner has spasmodic contact with local and regional representatives of manufacturers and dealers of theatre equipment and accessories and concessions. But only at the national Convention and Trade Show is he able to see and to compare, to talk personally with the top representatives of the manufacturers and dealers during the five days of the convention and trade show, and to ascertain the most economical and practical avenues for his expenditures. Here the theatre owner may learn what equipment is best suited for his needs, how to install and how to service it, etc.

That is why the operator of even the smallest theatre will

find this Convention and Trade Show of inestimable value. That is why practically all of our circuit leaders are making reservations now for the attendance of their managers and purchasing agents of their concessions and theatre equipment departments.

Regardless of how much or how little they actually buy, they can be confident that the contacts they make will be a definite stepping stone to ever-expanding improvement in their theatres. And the same truth holds for manufacturers and dealers.

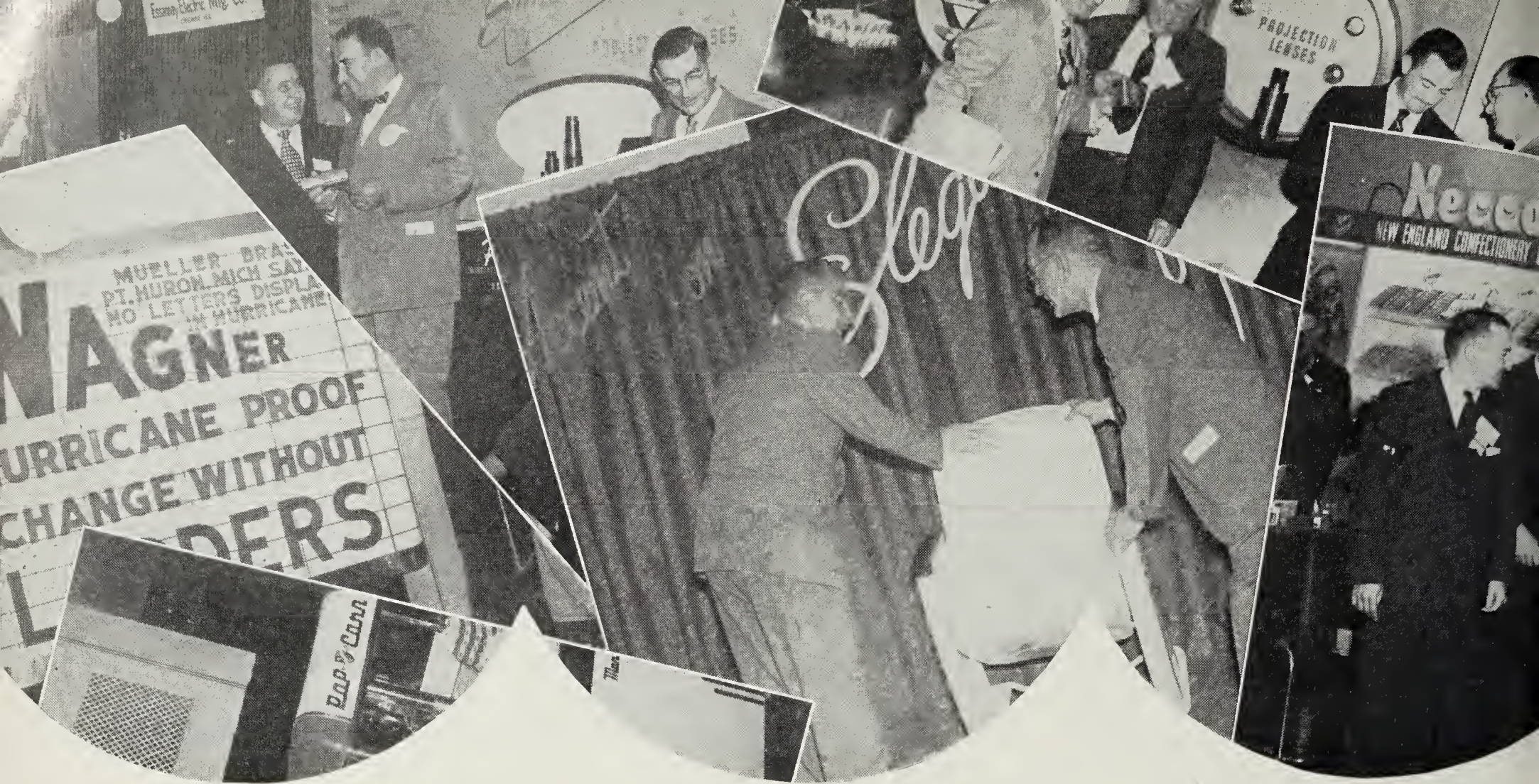
It is not enough for a theatre operator merely to accept the product of a manufacturer or dealer simply because a representative happens to be at hand with an order blank—not in these days of heavy competition.

It is not enough for a theatre owner to continue the physical operation of his theatre simply because it has been good enough in the past, without the knowledge and the ability to keep abreast of changing techniques of theatre operation.

It is not enough for a theatre owner to merely install a candy counter and a cold drink machine, without the authoritative advice and counsel of the nation's top experts in all fields.

Here on the floor of the exhibition hall, and at the convention meetings, the theatre owner will have the ideal opportunity to exchange information by talking with the men who have had practical experience with the various items or machines, to learn first hand how others have made out with problems similar to his own.

Thus the theatre owner, whether of a large circuit or of a single theatre, is certain to find profits, tangible and intangible, at this year's Convention and Trade Show.



Exhibitors Will Witness
Greatest Trade Show When

The Curtain Rises

WITH the tremendous number of products that will be on display at the forthcoming trade show, the exhibitor may save himself a great deal of time if he knows exactly what will be shown at each booth, and who will be there to answer his questions. Therefore, we are continuing our practice of publishing the most complete display information available up to press time.

The following is a detailed account of what and who will be at the various exhibits. The letter (S) indicates that souvenirs will be available, and the letter (L) indicates that literature will be distributed. A number in brackets (00) after a man's name indicates the number of years that the individual has spent in his particular field.

ADLER SILHOUETTE LETTER COMPANY—Will occupy booth 43. Included among the equipment to be shown are Remova-Panel type glass-in-frame units, regular type glass-in-frame units, sectional porcelain enamel changeable backgrounds, third-dimension cast aluminum letters, and two-tone third-dimension plastic letters.

Attending the booth and available for interview and consultation will be Ben H. Adler, president, and Richard Strauss, vice-president. (L).

ALTEC SERVICE CORPORATION & ALTEC LANSING CORPORATION—Will occupy booths 104 and 105. Included among the equipment to be shown are Voice of the Theatre speakers, and various parts of a stereophonic sound system.

Attending the booths and available for interview and consultation will be L. D. Netter, Jr., general sales manager, Altec Service; Marty Wolf, assistant to Netter;

F. C. Dickely, central division manager, Altec Service; R. Gray, central division branch manager; and H. S. Morris, product sales manager, Altec Lansing. (L).

AMERICAN SEATING COMPANY—Will occupy booths 86 and 87. Included among the equipment to be shown are the latest models of Bodiform chairs.

Attending the booths and available for interview and consultation will be J. J. Thompson, general sales manager; R. J. Hemkes, field sales manager; M. E. Kornbluth, eastern division sales manager; R. O. Ives, midwest division sales manager; H. G. Bersie, director of products; K. Dickinson, theatre product manager; R. H. Zimmerman, P. C. Nelson, and G. E. Graber, field representatives.

AMPEX CORPORATION—Will occupy booth 36. Included among the equipment to be shown are complete CinemaScope stereophonic sound systems; combination optical-magnetic sound system, single track magnetic sound system, 4-in-1 magnetic mixer system.

Attending the booth and available for interview and consultation will be James Mahon, manager, theatre sound equipment sales; Ross Snyder, audio application engineer; and Hal Hummel, theatre service engineer. (L).

AUTOMATIC DEVICES COMPANY—Will occupy booth 52. Included among the equipment to be shown are stop, start and reverse machines, Tom Thumb miniature controller, and Besteel masking tracks.

Attending the booths and available for interview and consultation will be Abram Samuels, president; and W. A. Smith, Jr., plant manager. (L).

AUTOMATIC PRODUCTS COMPANY, INC.—Will occupy booths 78, 79, 81, 82,

83, 84, and 86. Included among the equipment to be shown are various types of dispensers for cold and hot beverages.

Attending the booths and available for interview and consultation will be Sam Kresber (35), president; Mel Rapp (10), executive vice-president; Gerald L. Rosenthal (15), vice-president; plus the complete sales and engineering staffs. (L), (S).

BALLANTYNE COMPANY—Will occupy booths 54 and 55. Included among the equipment to be shown are complete Royal Soundmaster indoor and drive-in sound and projection equipment including CinemaScope and stereophonic sound.

Attending the booths and available for interview and consultation will be R. S. Ballantyne (35), president; J. R. Hoff (10), sales manager; I. M. Brown (20), chief engineer; E. Nelson (20), sales engineer; and H. Floerchinger (10), sound engineer. (L), (S).

BAUSCH & LOMB OPTICAL COMPANY—Will occupy booth 73. Included among the equipment to be shown are Super Cinephor and Cinephor projection lenses, CinemaScope attachments, reflectors and condensers, and heat filters and sound reproducers.

Attending the booth and available for interview and consultation will be M. H. Stevens, D. H. Paterson, T. J. Mulroy, and A. E. Neumer. (L), (S).

BERLO VENDING COMPANY—Will occupy booth 134. Included among the services that will be explained are ways and means of increasing indoor and outdoor theatre refreshment stand profits.

Attending the booth and available for interview and consultation will be Ralph Pries, division manager; Sam Alexander,



drive-in department manager; Henry Rolnick, sales representative; and Dave Kostel, sales representative.

BRESHELL PRODUCTS COMPANY—Will occupy booth 125. Included among the equipment to be shown are three faucet drink machines, the soda bar model, and the push button model three-faucet drink machine.

Attending the booth and available for interview and consultation will be A. M. Breschell, J. L. Breschell, F. J. Breschell, and L. J. Murphy. (L), (S).

CAPITOL STAGE LIGHTING COMPANY, INC.—Will occupy booth 16. Included among the equipment to be shown will be the various component parts that make up complete stage lighting equipment.

Attending the booth and available for interview and consultation will be E. Altman (34), president; D. Altman (34), vice-president; and W. Weisert, sales department. (L).

CENTURY PROJECTOR CORPORATION—Will occupy booth 109. Included among the equipment to be shown are new water cooled projector mechanisms, CinemaScope lens mounts, Perspecta Sound units, animated models of projector mechanisms, and booth accessories.

Attending the booth and available for interview and consultation will be W. D. Hausler, vice-president and general manager; L. W. Davee (27), sales manager and engineer; and Mac Pearce (25), merchandise manager. (L).

COLE PRODUCTS CORPORATION—Will occupy booth 51. Included among the equipment to be shown are Cole-Spa "6", Cole-Spa "3" and Cole-Spa "Special" cup type beverage dispensers.

Attending the booth and available for interview and consultation will be Albert Cole (20), president; Richard Cole (12), executive vice-president; and R. K. Stonebrook (30), theatre sales manager. (L), (S).

C. CRETORS COMPANY—Will occupy booth 23. Included among the equipment to be shown will be the new popcorn

machine designed by Raymond Loewy.

Attending the booth and available for interview and consultation will be C. J. Cretors (25), general manager; and H. E. Chrisman (5), director of sales. (L), (S).

DAD'S ROOT BEER COMPANY—Will occupy booth 108. Included among the equipment to be shown are Multiplex mechanically cooled dispensers, Derlick mechanically cooled self-contained dispensers, barrels and dispenser, and Dad's and Frutaste fountain syrups.

Attending the booth and available for interview and consultation will be G. E. Kopald (5), assistant advertising manager; J. Friedlund (20), sales manager; J. Barnholtz (4), division manager; and E. Bright (4), division manager. (L), (S).

DRIVE-IN THEATRE MANUFACTURING COMPANY—Will occupy booth 89. Included among the equipment to be shown are Zeiss projection lenses, universal speakers, wide screen towers, drive-in lighting and directional signals, marquee letters, screen coating, etc.

Attending the booth and available for interview and consultation will be George P. Heller (20), president; Francis W. Keilhack (25), sales manager; George Higginbotham (8), purchasing department; Edward Higginbotham (8), plant manager; and Howard White (35), assistant manager. (L).

EVERFROST SALES, INC.—Will occupy booth 75. Included among the equipment to be shown will be the Red Enamel Soda Bar and the all stainless steel soda bar.

Attending the booth and available for interview and consultation will be Don Hilke (25), vice-president and sales manager; and Charles Charlton (10), production manager. (L).

FAIRCHILD RECORDING EQUIPMENT COMPANY—Will occupy booth 102. Included among the equipment to be shown are Perspecta Sound Integrator units, the model 530 transcription turntable, and the model 126 professional tape recorder.

Attending the booth and available for

interview and consultation will be Jay H. Quinn, sales and advertising manager; and C. J. Bachman, theatre equipment products manager. (L).

FIRST-AMERICAN PRODUCTS, INC.—Will occupy booth 76. Included among the equipment to be shown are drive-in screen frames, in-car speakers, concession stand and monitor speakers, drive-in theatre screen paint, indoor theatre stereophonic sound speakers, drive-in directional lights, signs, and general lighting equipment.

Attending the booth and available for interview and consultation will be Brooks C. Noah, Richard E. Wiles, Jr., and J. Herbert Roush. (L), (S).

GOLDBERG BROTHERS—Will occupy booth 50. Included among the equipment to be shown are booth tables and cabinets, automatic rewinders, and aluminum and steel reels.

Attending the booth and available for interview and consultation will be Morris Goldberg (20), general manager; and Seymour Goldberg (10), assistant sales manager. (L).

GORDOS CORPORATION—Will occupy booth 53. Included among the equipment to be shown are rectifiers, bulbs.

Attending the booth and available for interview and consultation will be George B. Marchev (7), vice-president. (L).

HELMCO-LACY—Will occupy booth 138. Included among the equipment to be shown are butter dispensers, fountainette, hot chocolate dispenser, hot sandwich equipment.

Attending the booth and available for interview and consultation will be F. R. Lacy, Jr. (30), executive vice-president; Don R. Conley (15), vice-president in charge of sales; and R. A. Steinter (14), service manager. (L), (S).

HENRY HEIDE, INC.—Will occupy booth 119. Included among the items to be shown are five and 10 cent candy bars and specialties, and window box candies.

Attending the booth and available for

(Continued on page PT-EP-16)

Many New Pieces of Equipment To Be Seen At The Trade Show

A Product Preview

THE advantages to be gained by the exhibitor who attends the Trade Show are many and varied. One of these, which is exclusive to the trade show, is the chance to see the many new products which are introduced for the first time. Instead of having to wait until his local theatre supply dealer can stock the product, or trying to estimate and evaluate its worth from advertising and trade paper reports, the theatre operator has the opportunity to actually see the product and discuss it with the men responsible for its manufacture or sale.

As in the previous TOA-*TESMA*-*TEDA* (and this year joined by the International Popcorn Association) gatherings, a number of interesting products will be shown for the first time.

Cretors Popcorn Machine

One of the new pieces of equipment to be introduced is the Cretors popcorn machine styled by the famous industrial design firm of Raymond Loewy Associates.

In development by the Loewy organization for more than two years, the design of the new Cretors has been eliciting a flood of enthusiastic response from exhibitors and concession operators who have already seen the machine.

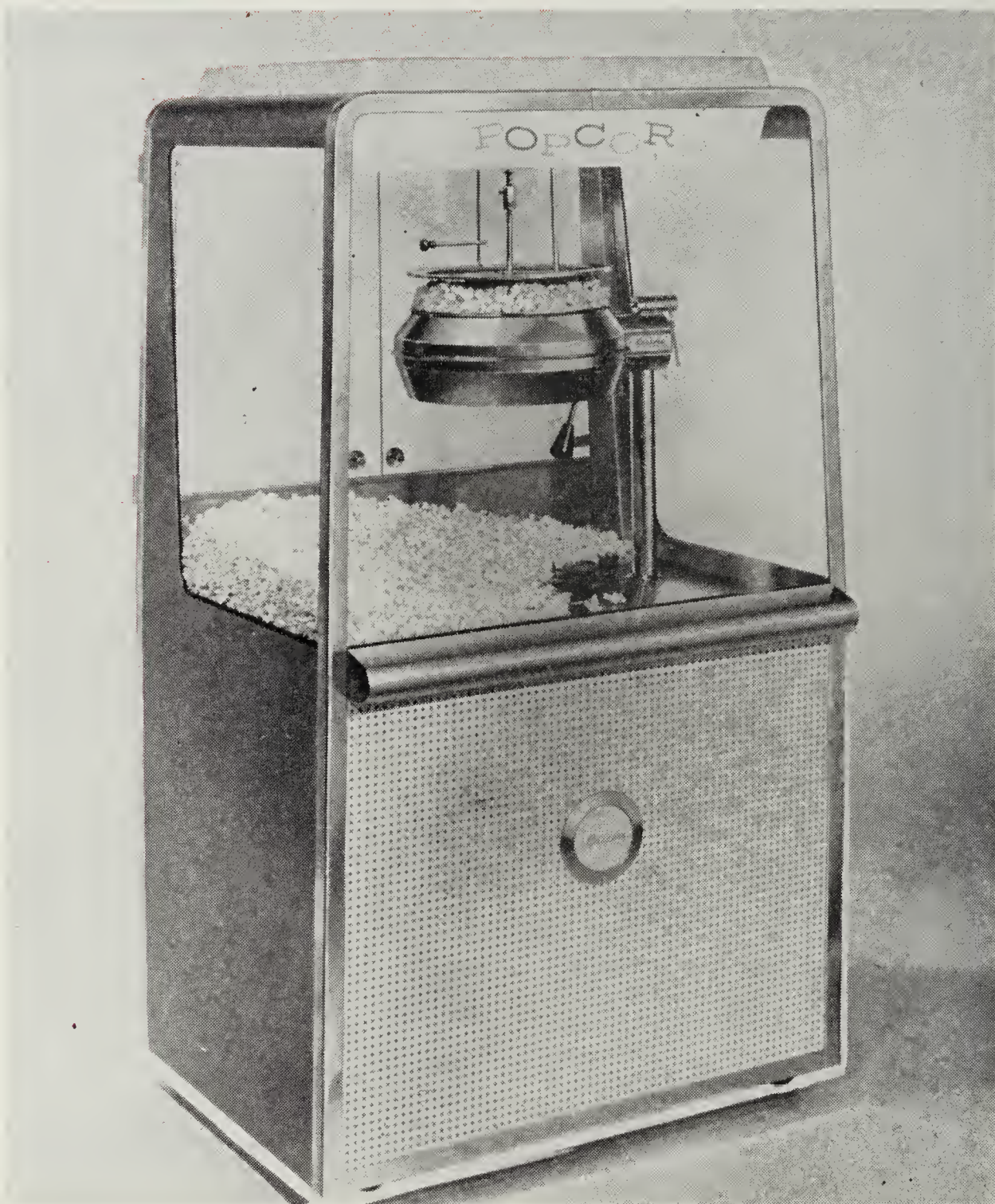
In addition to the striking new design, the Cretors cabinet model also incorporates many unusual construction and performance features, it is said. The side-walls of the cabinet, for example, are of a one-piece armorply construction for increased strength and durability, and are finished in a shade of red developed expressly for Cretors by Raymond Loewy, according to the firm.

The front of the machine is framed in a triple-plated, mirror finish steel frame. This frame is first plated with copper, then nickel, and finally with chrome to give it a hard, gleaming finish with a deep lustre. The front panel is studded with perforations and finished in white enamel. A concealed light at the waist of the machine shines downward on the perforated panel, and the light striking the perforations at an angle accentuates the three-dimensional effect.

The top consists of two Lucite sections, the lower one white for easier transmission of light downward into the popper case, and the upper half a buttery yellow.

Production features include Cretors' 18-ounce steel kettle with replaceable heating elements; a four-cubic-foot stainless steel elevator well that holds the equivalent of 130 ten-cent boxes of popped corn beneath the level of the popper case; Cretors' exclusive automatic push-button seasoning pump; and forced-air heat circulation that keeps the popped corn hot, fresh, and crisp regardless of atmospheric moisture.

Popper case doors are of tempered glass and feature new magnetic catches which hold the doors in the closed position without the aid of mechanical fasteners. A



One piece of equipment which will certainly invoke a great deal of interest at the trade show is the new Cretors popcorn machine designed by Raymond Loewy Assoc., and seen here for the first time.

stainless steel drop shelf with magnetic catches is also provided on the working side of the machine. All controls except the elevator crank are conveniently grouped at eye level in the Lucite top, and each switch is plainly identified.

A contest to find a suitable model name for the new Loewy-designed Cretors closed September 30 with several hundred suggested names sent in by theatremen and other concession operators who have viewed the machine in Cretors' distributors' showrooms. The task of selecting the winning entry is now up to a distinguished panel of judges including Raymond Loewy, designer of the machine; Walter Reade, Jr., president of TOA; Fred C. Matthews, president *TESMA*; Trueman T. Rembusch, past president of Allied; J. J. Fitzgibbons, Jr., president of International Popcorn Association; and Clark S. Rhoden, an official of E. C. Rhoden

Enterprises and The Popcorn Institute.

The winner, who will receive \$500, will be announced next month.

Kollmorgen Lenses

Another product which will make its bow at the Trade Show this year are two new, fast Super Snaplite *f/1.7* projection lenses from Kollmorgen Optical Corporation. These lenses are said to have a true speed of *f/1.7* in all sizes, producing maximum light and the greatest possible uniformity in screen illumination. The lenses are high-grade anastigmats, affording the utmost in image sharpness and contrast, according to the manufacturer.

The Super Snaplite *f/1.7* lens is intended for applications where vignetting, caused by the projector mechanism, is

(Continued on page *PT-EP-22*)

She loves to keep up with the Hollywood stars...

That's why she prefers to

refresh
without filling

Your woman patron wants to be like the Hollywood stars—slender, youthful, lovely in today's slim fashions. That's why she prefers the modern, the light refreshment. And that modern taste accounts for Pepsi-Cola's steadily growing sales—in more and more theatres—in whatever form it's served.



Pepsi-Cola is the modern.
the light refreshment

Why do they feel so, these modern people, that makes the most of their looking, keeps women so slender and vital, successful, young and young?
It's because in all their speaking, rest, side diet. In their taste for lighter, best, filling foods and beverages.
Pepsi-Cola's greatest pride is that it has actually followed this trend. Today's Pepsi-Cola is right diet, just an excess, reduced in calories.
Pepsi-Cola is the modern, the light refreshment. More popular now than ever because it refreshes without filling.
It comes in the familiar 6-ounce bottle that serves two people, and in the smaller, single-drink bottle, just right for you.
Refresh without filling. Have a Pepsi-Cola.

Pepsi-Cola refreshes without filling



Pepsi-Cola's advertising program appeals to today's figure-conscious women. That's why Pepsi is today more popular than ever. Cash in on Pepsi's growing popularity for more soft drink sales in your theatre.

Making Its First Appearance Here Is The

IPA Convention Report

“ONE year after its organization, International Popcorn Association will stage its largest and best attended convention and exhibition at the Conrad Hilton Hotel, Chicago, on October 31 through November 4.”

This is the summarizing quotation of J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Ontario, and president of IPA, under whose leadership IPA has grown in less than 12 months to a position of dominance in the popcorn and concession industries. IPA was born in October 1953 as the successor organization to National Association of Popcorn Manufacturers.

“We have formulated a program for every segment of interest within the popcorn and concession industries,” explained Fitzgibbons, “and each one will be a real workshop session with discussion leaders participating under the program moderation of the senior directors of each IPA segment. There will be individual programs for the Popcorn Processor, Theatre-concession Operator, Manufacturer-wholesaler, Jobber-distributor, Broker, Retail Popcorn Shop operator, and Equipment manufacturers.”

Serving as program chairmen are: Popcorn Processor: Harold M. Alver, Premier Popcorn Company, Watseka, Ill.; Theatre-concession: Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, New York, and Nat Buchman, American Theatre Supply Corporation, Boston, Mass.; Manufacturer-wholesaler: Morrie R. Yohai, King Kone Corporation, New York City; Jobber-distributor: Augie J. Schmitt, Houston Popcorn and Supply Company, Houston, Texas; Broker: Hersch I. Yesley,

Yesley Brothers Sales Company, Newtonville, Mass.; Retail Popcorn Shop: H. H. Miller, Caramel Crisp Shop, Madison, Wisconsin, and Equipment Manufacturer: H. E. Chrisman, Cretors Corporation, Nashville, Tennessee.

For those interested in seeing the latest in supplies and equipment IPA offers Popcorn-Candy and Concession Hall in the North Exhibition Hall and outer foyer of the hotel. Carl Siegel, Stanley Warner Management Corporation, New York City, is the exhibition chairman. In conjunction with IPA's exhibit TESMA-TEDA-TOA will present their trade show in the South Exhibition Hall covering a complete display of theatre equipment. Exhibition hours are October 31: 12 noon to 6 p.m.; November 1: 11 a.m. to 6 p.m.; November 2: 12 noon to 6 p.m.; November 3: 11 a.m. to 6 p.m., and November 4: 11 a.m. to 6 p.m.

IPA board of directors will meet on Sunday, October 31 at the hotel for their annual meeting. In addition to President Fitzgibbons, others attending will be First Vice-President Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, N. Y.; Second Vice-President Augie J. Schmitt, Houston Popcorn and Supply Company, Houston, Texas; Treasurer Harold M. Alver, Premier Popcorn Company, Watseka, Ill., and Executive Vice-President and Counsel Thomas J. Sullivan, Chicago. Among the directors are George K. Brown, Wyandot Popcorn Company; Don W. Mayborn, Cornco, Inc.; Syd Spiegel, Super Puff't Popcorn Ltd.; Lee Koken, RKO Theatres, Inc.; Clarence Miller, Lansing Popcorn Company; Jerry D. Berger, Topsy's Popcorn; John Katsalis, Mellos

Peanut Company; Hersch I. Yesley, Yesley Brothers Sales Company; Harry C. Lazear; H. E. Chrisman, Cretors Corporation; and S. T. Jacobson, Krispy Kist Korn Machine Company.

Co-chairmen Bert Nathan and Nat Buchman of the theatre-concession program, have scheduled eight sessions of two and one-half hours each covering popcorn, candy, ice cream, soft drinks, and drive-in operation. In excess of 31 subjects will be discussed by leading theatre and concession operators. Among the discussion leaders participating are: Albert H. Reynolds, Claude Ezell and Associates; Philip L. Lowe, Theatre Candy Company, Inc.; Ralph Pries, Berlo Vending Company; Melvin R. Wintman, Smith Management Company; Oliver Graaskamp, The Borden Company; Jack A. Farr, Farr Amusement Company; B. A. Bouchard, Mars, Inc.; John G. Flanagan, Theatre Confections Ltd.; Frank H. Kershaw, Western Drive-In Theatres Ltd.; James O. Hoover, Martin Theatres; John L. Link, Crescent Amusement Company; Van Myers, Wometco Theatres; Kendall Way, Interstate Theatres; James Loeb, Walter Reade's Theatres; Kenneth G. Wells, Theatre Confections Ltd.; Spiro J. Papas, Alliance Theatre Corporation; Lee Koken, RKO Theatres; Melville B. Rapp, APCO; Rollin Stonebrook, Cole Products Co.; Harry Minkey, Kelling Nut Company; Irving Cohn, Jefferson Amusement Company; Eddie Redstone, Redstone Drive-In Theatres; Abe Bloom, Balaban and Katz Theatres; Loyal Haight, W. S. Butterfield Theatres; Carl Siegel, Stanley Warner Management Corporation; Larry Wallace,

(Continued on page PT-EP-26)

Seen are some of the outstanding members of the International Popcorn Assoc. Seated, left to right, Bert Nathan, first vice-president; J. J. Fitzgib-

bons, Jr., president; Augie J. Schmitt, second vice-president. Standing, left to right, Harold M. Alver, treasurer, and Thomas J. Sullivan, exec. vice-pres.





*The
Projection Arc Lamp
that is
Readily Adaptable
to All Types of
Screen Presentation!*

NATIONAL EXCELITE "135"

National's Reflect-O-Heat unit permits the great increase in volume of light at the mammoth new screens, without a corresponding increase in heat at the aperture.

The Automatic Crater Positioning Control System insures that both carbons are so fed as to maintain a correct arc gap length and to keep the position of the positive crater at the exact focal point of the reflector. Thus, throughout the presentation, the screen light is always of the same color, without variations from white to either blue or brown. The projectionist is accordingly freed from the necessity of constantly supervising the arc so that he can devote himself to the care of other technical features of projection which are not on an automatic basis and which require continual attention.

The arc is stabilized by a stream of air which maintains a prescribed system of ventilation of the area surrounding the arc.

This air jet prevents the hot tail flame of the arc from reaching the reflector, supplies enough oxygen so that no black soot is produced, and keeps white soot from collecting on the reflector in such quantity as to absorb heat which would cause breakage.

Unit construction permits easy removal of the elements for inspection in servicing.

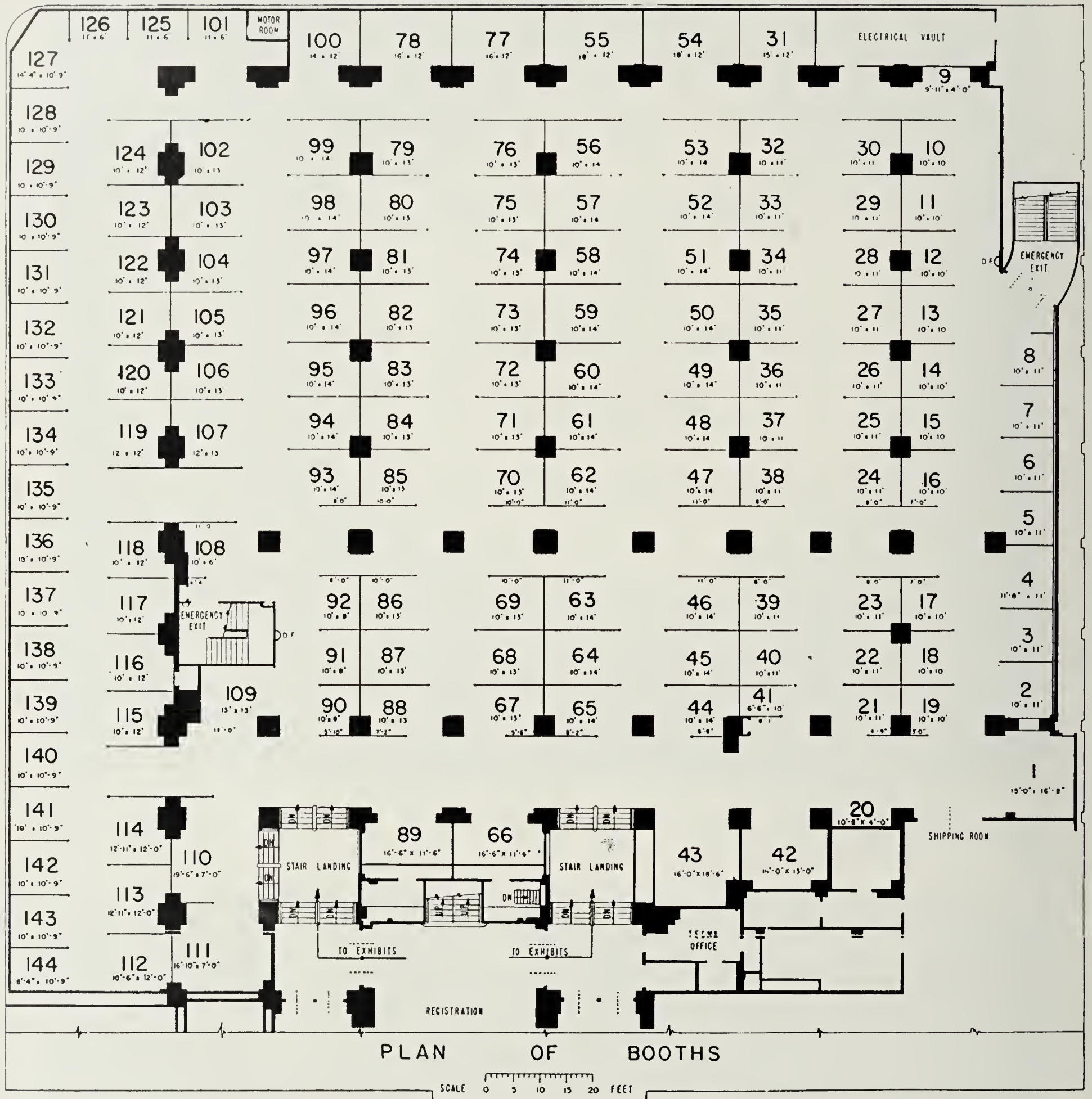
DISTRIBUTED BY

NATIONAL
THEATRE SUPPLY

Division of National Simular & Blackworth Inc.

"THERE'S A BRANCH NEAR YOU"

The TESMA Trade Show Booth Layout



Company name is followed by booth number in parenthesis: Neumade Products Corp., (1); National Theatre Supply Manufacturers, (2, 3, 4, 17, 18, 19); Protective Coatings Co., (5); Romar Vide Co., (6, 7); Knoxville Scenic Studios, (8); Diecast Aluminum Speakers Co., (9); Radiant Manufacturing Co., (10, 11, 12); Charles E. Hires Co., (13, 14, 15); Capitol Stage Lighting Co., (16); Lorraine Carbons, Inc., (20); Griggs Equipment Co., (21, 22); Charles Cretors Co., (23); Magnasync Mfg. Co., (24, 25); Wollensak Optical Co., (26); Curtiss Candy Co., (27); Bell & Howell Co., (28); Continental Electric Co., (29, 30, 31); Mission Dry Corp., (32, 33); Superior Electric Co., (34, 35); Ampex Corp., (36); Whitney Blake Co., (37); Edward H. Wolk Co., (38); Pepsi Cola Co., (39, 40, 41, 44, 45, 46); Ideal Seating Co., (42); Adler Silhouette Letter Co., (43); Raytone Screen Co. and Projection Optics Co., (47, 48, 49); Goldberg Brothers, (50); Cole Products Corp., (51); Automatic Devices Co., (52); Gordos Corp., (53); Ballantyne Co., (54, 55); Heywood-Wakefield Co., (56, 57); Walter Futter Co., (58); International Seat Corp., (59); Motiograph, Inc. (60, 61, 62); Coca Cola Co., (63, 64, 65, 67, 68, 69); Drive-In Theatre Manufacturing Co., (66, 89); Strong Electric Corp., (70, 71); Irwin Seating Co., (72); Bausch & Lomb Optical Corp.,

(73, 74); Everfrost Sales, Inc., (75); First American Products Co., (76); Apco Corp., (77, 78, 79, 80, 81, 82, 83, 84); Eprad Co., (85); American Seating Co., (86, 87); Wenzel Projector Co., (88); Orange Crush Co., (90); J. E. Robin, Inc., (91, 92); National Carbon Co., (93, 94); Kollmorgen (95); General Register Corp., (96); Nehi Corp., (97); Majestic Enterprises, (98); C. S. Ashcraft Manufacturing Co., (99, 100); Kneisley Electric Co., (101); Fairchild Recording Co., (102); Manco Vision, (103); Altec Lansing Corp., (104, 105); Manley, Inc., (106); Dawo Corp., (107); Dad's Root Beer Co., (108); Century Projector Corp., (109); Ladies Lounge (110, 111); Miracle Whirl Sales Co., (112, 113, 114, 141, 142, 143, 144); Supurdisplay, Inc., (115); Sweets Co. of America, (116); Serv-A-Car Products, (117); Hollywood Brands, Inc., (118); Henry Heide Co., (119); Carbonic Dispenser, Inc., (120); Hubert Mitchell Industries, (121, 122); Stelma Electronics Co., (123); Norpat Sales, Inc., (124); Brescell Products, (125); Radio Corporation of America, (126, 127, 128, 129, 130); Hershey Chocolate Co., (131); Switzer's Licorice Co., (132); Reeses Candy Co., (133); Berlo Vending Co., (134); Star Manufacturing Co., (135); Nestle Candy Co., (136); Quaker City Chocolate Co., (137); Helmco, Inc., (138); Wagner Sign Service, Inc., (139, 140).


The Most Highly Regarded Sight and Sound Equipment



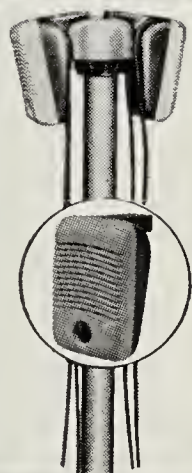
for exhibitors and projectionists who are satisfied only with a perfect performance

You'd expect such fine equipment to be expensive, but Motiograph offers it at a down-to-earth low price which is seldom higher than that of ordinary equipment

**Alert Exhibitors
Know that
High Quality Sound
Pays Off
at the Boxoffice**




**Save BIG Money on
In-Car Speakers
with
Motiograph Speaker
Unit Replacements for
Your Present Speakers,
or New Motiograph
Rainmaster Speakers**



**The Only Projector
Designed Especially
for CINEMASCOPE
and other short-focal-length
lens, wide-screen processes**



Completely Silent



Your Motiograph dealer will arrange a demonstration and explain a liberal financing plan

MOTIOGRAPH NOW PUTS IT WITHIN THE REACH OF EVEN THE SMALL THEATRE

The best-balanced, most complete tonal range—a guarantee of life-like reproduction, delicate shadings of voice, musical qualities never before approached, uniform sound level throughout the theatre.

Motiograph offers a complete line of sound equipment for indoor and outdoor theatres of every size. The Motiograph line includes models to reproduce single track optical, single track magnetic and perspecta sound prints, as well as three and four channel stereophonic systems.

Twenty, forty, seventy-five or 150 watt optical sound reproducing systems for indoor theatres containing Motiograph SH-7500 reproducers are available with a choice of 10 different sized loud speaker systems. Optical reproducing systems for the Drive-In are ten in number ranging in power output from 75 to 500 watts.

Both 3 and 4 channel stereophonic systems are available with a choice of 20, 35 and 75 watt power amplifiers and ten different sized loud speaker systems. All models contain Motiograph AAA Penthouse Reproducers.

Motiograph stereophonic sound systems can be matched to any presently installed regular theatre sound system. The Motiograph AAA Penthouse Reproducer may be used with any modern projector mechanism.

THE SPEAKER WITH A RAINCOAT! Doubles The Life of Speaker Units! SLASHES MAINTENANCE COSTS!

The face of the speaker unit is protected by a taut, chemically impregnated linen cover which prevents moisture, dust or grit reaching the cone. Corrosion-resistant metal parts. Rugged dent-proof diecast aluminum housing withstands roughest abuse. Light weight makes for easy handling. Fits virtually any make or model of junction box.

Quality 4-inch permanently rattle-proof speaker unit assures exceptionally high fidelity sound.

The smart appearance of the speaker and junction box, white on silver finish with emerald green trim, will last season after season.

Only five parts. Quickly disassembled for maintenance. Two patented screws hold the housing together. Cannot be opened with coin, knife or ordinary screw driver.

THE MOTIOGRAPH JUNCTION BOX

Strong aluminum base casting quickly attached with one screw to pipe supports of from 2" to 2 3/8", without using pipe flanges or threading pipe support.

Adjustable beam post lights optional. Terminal block light sockets, transformers and wiring protected from weather by aluminum covers and mounted higher than the floor of the base to protect them from condensed moisture.

Accommodate virtually all makes of speakers.

Multi-tapped transformers permit exact matching of speakers and amplifier circuit.

THE NEW MOTIOGRAPH AAA

- Instantaneous interchange of apertures for any process.
- Lens barrel, with no modifications, accepts lenses of all focal length and diameter.
- Double-duty tension shoes, tracks, guide rollers and sprockets need not be changed to run conventional or CinemaScope prints.
- Rollers at the top and bottom of the aperture prevent side sway.
- Intermittent removable from operating side in a matter of seconds.
- A rock-steady, clearly-defined picture.
- Maximum screen illumination for wide screen projection without flicker or travel ghost.
- All gears run on lubricated-for-life, double-row ball bearings. Smooth, silent, cool operation. Unbelievable resistance to wear.
- A separate blower, available for use with high amperage arcs, cools aperture and film.

Designed, engineered and built by projection specialists, no other projector gives you so many exclusive features. Motiograph projectors have a reputation for lasting practically forever, assuring lowest maintenance cost.

For perfection in projection you must have Motiograph—the finest projector in history.

MOTIOGRAPH CONTINUOUS DUTY HI-POWER MOTOR GENERATORS

Models for providing a dependable power source for arc lamps operating at between 40 and 125 amperes and arc voltages of between 36 and 65.

EXPORT DIVISION

(Except Canada)

Frazar & Hansen, Ltd.

301 CLAY STREET

SAN FRANCISCO 11, CALIF.

Write Today
for Free Literature

MOTIOGRAPH, Incorporated

"Since 1896"

4431 WEST LAKE STREET • CHICAGO 24, ILLINOIS



Apco will be showing this 6-Drink Sodashoppe and other drink dispensers at the trade show.

The Curtain Rises

(Continued from page PT-EP-9)

interview and consultation will be Walter R. Keefe, vice-president and director of sales; Eugene E. Sullivan, advertising manager; and Howard Gibbs, Chicago representative. (S).

CHARLES E. HIRES COMPANY—Will occupy booths 13 and 14. Included among the equipment to be shown will be the Hires Snack Bar with a built-in refrigerator in addition to fountain syrups. As usual free hot dogs and drinks will be served.

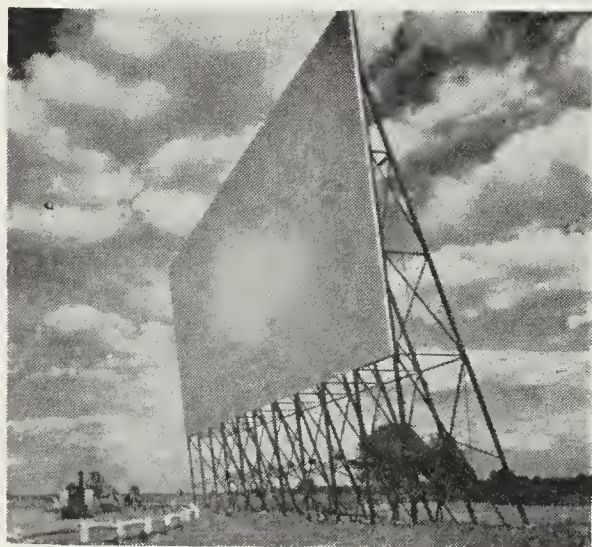
Attending the booth and available for interview and consultation will be C. D. Clarke (20), fountain division general sales manager; D. B. Logan (15), fountain division sales manager; A. L. Klein (18), Chicago regional manager, plus field representatives. (L), (S).

HOLLYWOOD BRANDS, INC.—Will occupy booth 118. Included among the products to be shown will be the firm's complete line of candy for indoor and outdoor theatre concession stands.

Attending the booth and available for interview and consultation will be E. L. Marshall, sales manager; Herman Fine, western sales promotion and advertising manager; and George Waddell, territory representative. (L), (S).

IRWIN SEATING COMPANY—Will occupy booth 72. Included among the equipment to be shown will be the Comet Theatre Chair.

Attending the booth and available for interview and consultation will be R. F. Winegar (45), sales manager; and E. J. Purvis (20), sales promotion. (L).



The Ditmco booth will have a complete line of drive-in equipment like this wide screen tower.

KNEISLEY ELECTRIC COMPANY—Will occupy booth 101. Included among the equipment that will be shown are Kni-Tron selenium rectifiers and Kni-Tron tube-type rectifiers.

Attending the booth and available for interview and consultation will be R. F. Kneisley (23), president; and R. Palmer-ton (20), superintendent. (L).

KNOXVILLE SCENIC STUDIOS, INC.—Will occupy booth 8. Included among the equipment to be shown are Curva-Matic screen frames, theatre draperies, and information about theatre decorating.

Attending the booth and available for interview and consultation will be S. L. Mitchell (25), president; Guy Crosnoe (18), sales manager; C. R. Loy (12), plant superintendent; W. O. Bailey (17), theatre sales. (L), (S).

KOLLMORGEN OPTICAL CORPORATION—Will occupy booth 95. Included among the equipment to be shown are Snaplite projection lenses.

Attending the booth and available for interview and consultation will be J. A. Fetherston, sales manager; W. C. O'Donnell, sales department; and Kurt Pan-nasch, plant technician. (L).

LAVEZZI MACHINE WORKS—Will occupy booth 78. Included among the equipment to be shown are the latest models of replacement parts and conversion units for motion picture projectors.

Attending the booth and available for interview and consultation will be Thomas E. LaVezzi (29), owner; Robert V. LaVezzi (24), owner; Worth Baird (14), sales manager; and Jerry Kremer (8), office manager. (L).

LORRAINE CARBONS, INC.—Will occupy booth 20. Included among the equipment to be shown are Orlux carbons, air depolarized batteries, and carbon brushes.

Attending the booth and available for interview and consultation will be Edward Lachman, president; and George H. Walter, assistant to the president. (L), (S).

MAGNASYNC MANUFACTURING COMPANY, LTD.—Will occupy booths 24 and 25. Included among the equipment to be shown are Magnaphonic stereophonic sound systems, stereoette displays, and recording equipment.

Attending the booths and available for interview and consultation will be D. J. White (15), president; W. H. Stutz (15), executive vice-president; and Howard Auchsetter (10), sales manager. (L), (S).

MIRACLE WHIRL EQUIPMENT COMPANY—Will occupy booths 112, 113, 114, 141, 143, and 144. Included among the equipment to be shown will be power driven pony rides, chair rides, hobby horse units, swings, climbers, teetors, overhead ladders, picnic tables, and animal slides.

Attending the booths and available for interview and consultation will be C. W. Ahrens, president; M. G. Susans, general manager; A. R. Daytz, sales representative, L. V. Phelps, assistant to the president. (L).

MISSION DRY CORPORATION—Will occupy booths 32 and 33. Included among the products to be shown will be fountain dispensing equipment and fountain beverage syrups.

Attending the booths and available for interview and consultation will be Lee Mitchell (12), general sales manager; Paul Sportell (8), eastern representative; Frank Dake (15), Chicago division sales man-

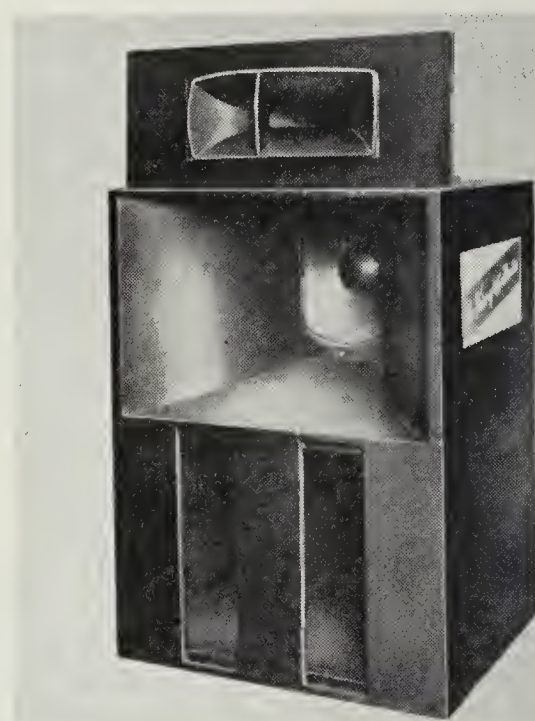
ager; and Edward Kearns (10), Chicago representative. (L), (S).

HUBERT MITCHELL AND COMPANY—Will occupy booths 121 and 122. Included among the equipment to be shown are Bowline screen frames and horn cradles and a complete line of stage draperies and lighting.

Attending the booths and available for interview and consultation will be H. R. Mitchell (26), president; Jim Squire (18), salesman; and Jerry Hicks (16), vice-president and sales manager. (L), (S).

MOTIOGRAPH, INC.—Will occupy booths 60, 61, and 62. Included among the equipment to be shown are projectors, optical sound systems, stereophonic sound systems, in-car speaker equipment, motor generators and arc lamps.

Attending the booths and available for interview and consultation will be H. T. Matthews (18), president; F. C. Matthews (18), executive vice-president; J. E. Huckleberry (25), engineer; W. O. Matthews (14), treasurer; F. H. Riffle (25), chief engineer; C. Moore (12), engineer; and C. Vonesh (20), projectionist. (L).



Altec-Lansing will have an exhibition showing, among others, this recently introduced speaker.

NATIONAL CARBON COMPANY—Will occupy booths 93 and 94. Included among the products to be shown will be projector carbons.

Attending the booths and available for interview and consultation will be C. J. Chapman, industrial product sales manager; J. R. Johnstone, carbon products sales manager; W. C. Kunzman, consultant, and representatives from the Arc Carbons sales department. (L), (S).

NATIONAL THEATRE SUPPLY—Will occupy booths 2, 3, 4, 17, 18, and 19. Included among the equipment to be shown are Simplex projection and sound equipment, arc lamps, Hertner Transverters, Walker screens, Bevelite marquee letters, etc.

Attending the booths and available for interview and consultation will be W. E. Green (45), president; A. F. Baldwin (21), vice-president; R. L. Bostick (22), vice-president; J. E. Currie (18), vice-president; J. C. Ownbey (24), vice-president; J. W. Servies (26), vice-president; W. J. Turnbull (21), vice-president; and a large group of company representatives. (L).

(Continued on page PT-EP-18)



The new Relax-Recliner is comfortably firm, but puts no pressure against your back, when you are sitting in an upright position.



The chair back responds to your weight without buttons, levers, and gadgets, when you relax into a comfortable recline.

THE NEW **Relax-Recliner**

brings "Living-Room Comfort" to Theatre Patrons

The Relax-Recliner feature is available on Heywood's TC 700 or TC 701 models, as illustrated.

This luxuriously comfortable theatre chair is another example of the famous Heywood engineering "know-how" to make theatre seating as comfortable as the average patron's own easy chair at home. Let a Heywood-Wakefield representative give you complete details of this great theatre seating line right away.

Be sure to Visit the Heywood-Wakefield Exhibit, Booths 56 and 57, T.E.S.M.A. Convention, Oct. 31-Nov. 4, Hilton Hotel, Chicago.





THE TESMA OFFICIAL FAMILY

TESMA officers, on the left, reading from left to right: vice-president L. W. Davee, Century Projector Corp., president F. C. Matthews, Motiograph, Inc., and Roy Boomer, secretary-treasurer.

Seen below are the board of directors and officers of TESMA. Reading from left to right, front row: Oscar F. Neu, Neumade Products Corp.; C. S. Ashcraft, C. S. Ashcraft Mfg. Co.; B. H. Adler, Adler Silhouette Letter Co.; H. B. Engel, GoldE Mfg. Co.

Back Row: T. E. LaZezzi, LaVezzi Machine Works; V. J. Nolan, National Carbon, Inc.; J. F. O'Brien, RCA; A. E. Meyer, International Projector Corp.; and L. E. Jones, Neumade Products Corp. Other directors not present are Harry Strong, Strong Electric Corp.; D. E. Hyndman, Eastman Kodak Co.; and W. E. Gedris, Ideal Seating Co.



The Curtain Rises

(Continued from page PT-EP-16)

THE NESTLE COMPANY, INC.—Will occupy booth 136. Included among the products to be shown will be Nestle's chocolate bars.

Attending the booth and available for interview and consultation will be John Fairgrieve, sales manager; T. LaJeunesse, assistant sales manager; G. A. Perlberg, northcentral regional manager; and T. A. Fowler, bar goods sales manager.

NEUMADE PRODUCTS CORPORATION—Will occupy booth 1. Included among the equipment to be shown will be projection booth equipment, film exchange, cutting room, and television equipment.

Attending the booth and available for interview and consultation will be Oscar F. Neu (38), president; L. E. Jones (16), sales manager; Lew Grofsik (12), sales; and R. E. Hempel (7), sales. (L), (S).

NORPAT SALES, INC.—Will occupy booth 124. Included among the equipment to be shown are Crest-Lee carpets, selenium rectifiers, coin changers, mobile fire equipment for drive-ins, and sand urns.

Attending the booth and available for interview and consultation will be M. D. Faige (26), president; J. Tietjen (18), secretary; P. Bruno (19), chief engineer, selectifier division; and I. Meinhardt (10), sales manager. (L), (S).

QUAKER CITY CHOC. AND CONF. COMPANY—Will occupy booth 137. Included among the products to be shown is "Good and Plenty" licorice flavor candy.

Attending the booth and available for interview and consultation will be L. G. Rosskam, president; L. G. Rosskam, Jr., vice-president; George Gronberg, sales manager; and Charles Schwick, sales manager. (L), (S).

RADIANT MANUFACTURING CORPORATION—Will occupy booths 10, 11,

and 12. Included among the equipment to be shown in the Gottschalk Super Panatar anamorphic lens.

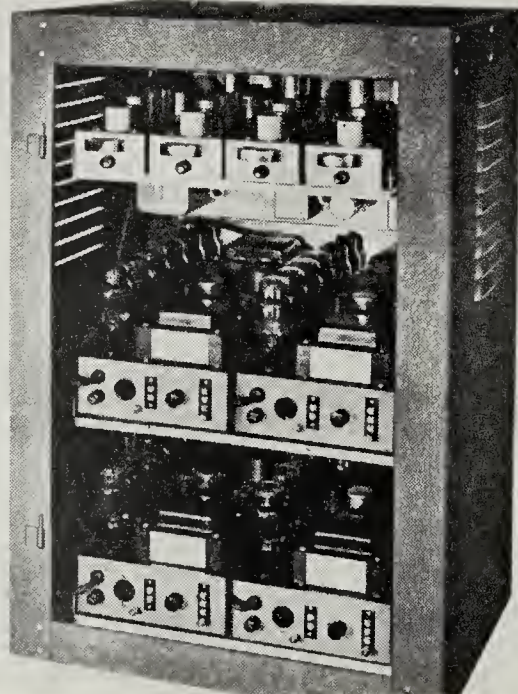
Attending the booths and available for interview and consultation will be Harry Eller (20), president; Adolph Wertheimer (16), vice-president; and Seymour Jacob (14), assistant to the president. (L).

RADIO CORPORATION OF AMERICA—Will occupy booths 126, 127, 128, 129, and 130. Included among the equipment to be shown are projectors, arc lamps, screens, carpet, chairs, sound equipment.

Attending the booths and available for interview and consultation will be J. R. O'Brien, Theatre Equipment manager; A. J. Platt, theatre equipment sales manager; R. H. Heacock, theatre equipment planning manager; Guy Himmelberger, theatre equipment sales; W. E. Cheesman, New York sales representative; Don Davis, Kansas City sales representative; Harry Paul, Atlanta sales representative; C. N. Batsel, Hollywood sales representative; and V. J. Bauer, Chicago sales representative. (L).

RAYTONE SCREEN CORPORATION & PROJECTION OPTICS COMPANY, INC.—Will occupy booths 47, 48, and 49. Included among the equipment to be shown are all-purpose screens, screen paint, screen brushes, wide screen steel frames, projection lenses.

Attending the booths and available for interview and consultation will be Leonard Satz, secretary-treasurer, Raytone; S. Shurpin, president, Raytone; L. E. Cooley,



A visit to the Magnasync booth will permit an examination of stereophonic sound equipment.

ANNOUNCING TWO GREAT NEW LENSES



the **SUPER SNAPLITE**

F/1.7

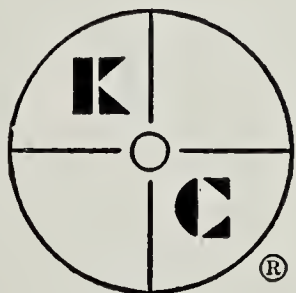
and **SUPER SNAPLITE F/1.7X**

Now Finer Lenses for Finer Motion Pictures with a True Speed of f/1.7 in all sizes where fast lenses are needed.

From Kollmorgen...the newest, fastest projection lenses you can buy. To give you the brightest, clearest, sharpest, most uniform picture you have ever seen on your screen. For better Boxoffice, better patron satisfac-

tion, better all around filming, try the new SUPER SNAPLITE f/1.7 today. When vignetting is a problem investigate the SUPER SNAPLITE f/1.7X.

True speed of f/1.7 in focal lengths from 2 inches through 4 inches in ¼ inch steps. Ask your Theatre Supply Dealer about these fine lenses. For more information ask your dealer or write for Bulletin 222.



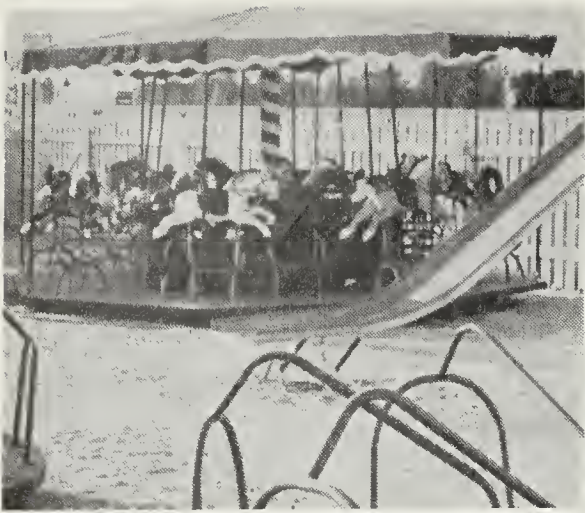
KOLLMORGEN

Optical

CORPORATION

BOOTH 95
1954 TESMA SHOW

Plant: 347 King Street, Northampton, Massachusetts New York Office: 30 Church Street, New York 7, N. Y.



The Miracle Whirl Sales Company will present a full line of playground equipment for D-I's.

mid-west representative, Raytone; Milton Sherman, advertising and sales promotion, Raytone; Fred Aufhauser, president, Projection Optics. (L), (S).

REESE'S PEANUT BUTTER CUPS, INC.—Will occupy booth 133. Included among the products to be shown are Reese's five and 10 cent peanut butter cups for refreshment stands.

Attending the booth and available for interview and consultation will be Robert H. Reese (31), treasurer; John Gilman (22), promotion manager; Julius Dehm (40), representative; Les Netterstrom (30), representative. (L), (S).

ROMAR VIDE COMPANY—Will occupy booth 6. Included among the equipment to be shown are three types of poster frames and a new laminated dater.

Attending the booth and available for interview and consultation will be LeRoy Robert, president; and two company representatives.

STAR MANUFACTURING COMPANY—Will occupy booth 135. Included among the equipment to be shown are two new popcorn machines, electric griddles and hot dog and bun warmers.

Attending the booth and available for interview and consultation will be William Moran, sales manager, and others. (L).

THE SUPERIOR ELECTRIC COMPANY—Will occupy booths 34 and 35. Included among the equipment to be shown are light controls and light control equipment.

Attending the booths and available for interview and consultation will be Frank Molander, display manager; Albert J. Vallee, assistant to display manager; Joseph S. Loudon, sales manager; Charles Downey, sales engineer; Erick Collett, sales



Everfrost will have its full line of dispensing equipment on display at its trade show booth.

engineer; Marvin Stokem, sales engineer. (L).

SUPURDISPLAY, INC.—Will occupy booth 115. Included among the equipment to be shown are butter dispensers, popcorn containers, and ice cream merchandisers.

Attending the booth and available for interview and consultation will be M. L. Lyons (20), director of sales; Clifford Lorbeck (15), merchandising manager; Elaine Pandl (15), office manager; and Joanne Hoad, customer service. (L), (S).

THE SWEETS COMPANY OF AMERICA, INC.—Will occupy booth 116. Included among the products to be shown will be Tootsie Rolls and other Tootsie candies.

Attending the booth and available for interview and consultation will be Leonard Stone, executive vice-president; Sam E. Rich, vice-president; and James McManmon, crew supervisor.



Hires will be featuring this combination drink dispenser and hot dog grill with free samples.

WAGNER SIGN SERVICE, INC.—Will occupy booths 139 and 140. Included among the equipment to be shown are changeable copy displays, new Glo Flo fluorescent letters, and plastic letters and backgrounds.

Attending the booths and available for interview and consultation will be E. Wagner, president; A. B. Balch, sales; Mrs. E. Wagner, vice-president; W. F. Jacobsen, sales; Lou Sherman, sales; Henry Messer, sales; Walter Wagner, sales; and J. F. Stokes, advertising. (L), (S).

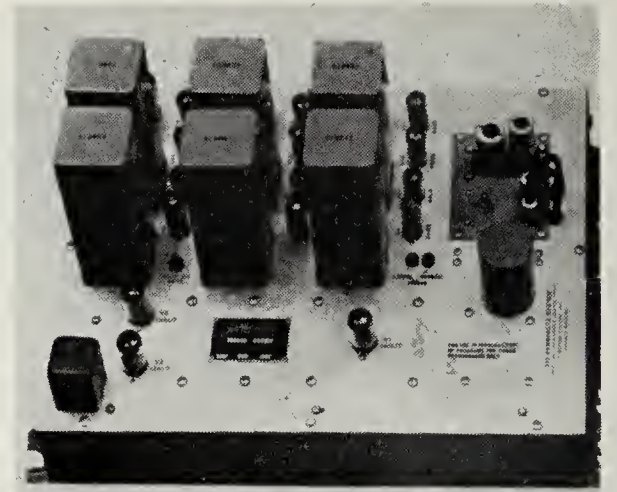
WENZEL PROJECTOR COMPANY—Will occupy booth 88. Included among the equipment to be shown are various pieces of projection booth equipment including a number of new products which will be introduced for the first time.

Attending the booth and available for interview and consultation will be Fred J. Wenzel (36), president and general manager; and C. J. Williams (46), sales manager. (L), (S).

WHITNEY BLAKE COMPANY—Will occupy booth 37. Included among the equipment to be shown are underground communications wire for drive-ins, flexible cord for drive-in speakers, coiled kords for speakers and heaters.

Attending the booth and available for interview and consultation will be Edgar L. Love (16), sales manager, Coiled Kords, Inc.; and C. G. Cumpstone (16), sales representative, Whitey Blake. (L).

EDWARD H. WOLK—Will occupy booth 38. Included among the equipment to be shown are projector replacement parts,



Perspecta Sound integrator units will be seen by making a visit to the Fairchild exhibition.

carbon arc lamp replacement parts, 18 and 25-inch magazines, hand rewinds, and carbon waste cans.

Attending the booth and available for interview and consultation will be Edward H. Wolk (35), owner; Ira Kutah (17), manager; and Charles Wolk (5), assistant manager.

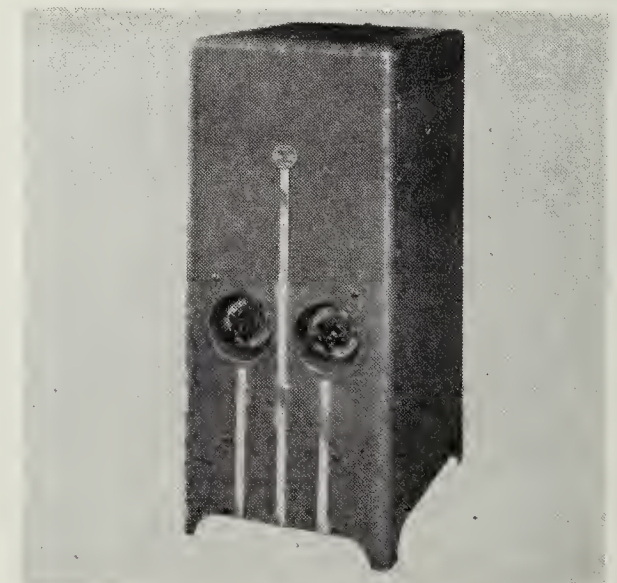
WOLLENSAK OPTICAL COMPANY—Will occupy booth 26. Included among the equipment to be shown are wide screen and CinemaScope projection lenses.

Attending the booth and available for interview and consultation will be Norman E. Kuegler (6), sales manager; and Eugene Turula (12), project engineer. (L).

The following firms will have exhibits at the Trade Show, but complete booth information was not available at press time.

PROTECTIVE COATINGS COMPANY will occupy booth 5. **DIECAST ALUMINUM SPEAKERS, INC.**, will occupy booth 9. **GRIGGS EQUIPMENT COMPANY** will occupy booths 21 and 22. **CURTISS CANDY COMPANY** will occupy booth 27. **CONTINENTAL ELECTRIC COMPANY** will occupy booths 29, 30, and 31. **PEPSI-COLA COMPANY** will occupy booths 39, 40, 41, 44, 45, and 46. **IDEAL SEATING COMPANY** will occupy booth 42. **HEYWOOD-WAKEFIELD COMPANY** will occupy booths 56 and 57. **WALTER FUTTER COMPANY** will occupy booth 58. **INTERNATIONAL SEAT CORPORATION** will occupy booth 59. **COCA-COLA COMPANY** will occupy booths 63, 64, 65, 67, 68, and 69. **EPRAD COMPANY** will occupy booth 85. **ORANGE CRUSH COMPANY** will occupy booth 90. **J. E. ROBIN, INC.**, will occupy booths 91 and 92. **GEN-**

(Continued on page PT-EP-33)



Kneisley Electric will be showing this rectifier and other items of interest to exhibitors.

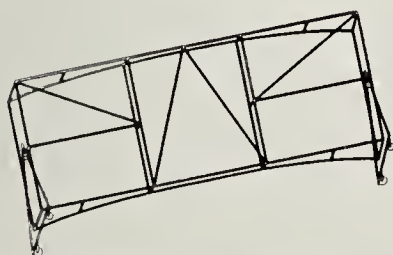
From Exhibitors *Everywhere*
comes the STAMP of APPROVAL for
RAYTONE PRODUCTS



RAYTONE HILUX SCREENS

Raytone HILUX Screens meet the most exacting requirements of every projection system... CinemaScope and all wide-screen systems, 3-D, color or black and white. They are seamless in

construction, have perfect uniformity of surface and are unconditionally guaranteed to live up to all claims or the exhibitor pays *nothing!*



RAYTONE-THOMPSON SCREEN FRAMES

Still the greatest of them all. Lighter, sturdier, easier to erect, adjustable, movable.

RAYTONE SCREEN PAINT

The outdoor theatre screen paint that sticks to the job! The job of providing maximum reflection at minimum expense. Get astounding results with amazing ease. A single coat can do the job you didn't know was possible... a second coat positively guarantees it!



RAYTONE SCREEN BRUSHES

Made of rare, hard-to-get bristles, this unique brush is especially designed to rid your screen of dulling dust and dirt. Simple to use, it's a low-cost investment in high-quality reflectance. For new screens.

HILUX LENSES

Made by Projection Optics Co.
Rochester, N. Y.



Hilux Objective Lenses fill your screen with a brighter, clearer picture. Designed as a primary lens for every wide-screen system used today... a true anastigmat lens. They're absolutely your best buy for maximum light transmission, razor-edge definition.

THE NEW HILUX VAL

is a Variable Anamorphic Lens of superior design. Instantly adjustable for any aspect ratio from 2.66 to 1 down to 1.33 to 1. Sharp definition. Maximum light transmission. The ideal lens for CinemaScope because of its extreme flexibility. \$750. per pair.

RAYTONE SCREEN CORP.

165 CLERMONT AVENUE
BROOKLYN 5, NEW YORK

MIDWEST REPRESENTATIVE: L. E. COOLEY, 408 SOUTH OAK PARK AVENUE, OAK PARK, ILLINOIS

A Product Preview

(Continued from page PT-EP-10)

not a problem. The Super Snaplite f/1.7X lens is for use in projectors where the lens mount encroaches on the light path when short focal length lenses are used. This lens eliminates most, if not all, of the vignetting that is otherwise likely to occur under each circumstances, it is claimed.

Both the Super Snaplite f/1.7 and the Super Snaplite f/1.7X lenses are available in focal lengths from two to four inches inclusive, in one-quarter steps. When used as recommended with old or new projectors, no changes in lamp house or projector mechanism are necessary.

Exhibitors who stop at booth 95 will be able to see these new lenses, and get any further information from the Kollmorgen representatives who will be manning the booth.



Kollmorgen will be introducing these two new projection lenses at its booth on the trade show floor.

Wagner Changeable Letters

An entirely different type of letter for use on changeable cop displays will be shown at the Trade Show when Wagner Sign Service, Inc., unveils its new Glo-Flo Fluorescent letters, the company recently announced.

Formed in clear plastic and processed with a newly developed secret fluorescent material, each of these letters, by the use of "black light" becomes a separate, actual light source not dependent on transmitted visible light or the translucence of the sign face. They create colored light rather than lighted color, it is claimed.

The letters are said to possess brilliance and distant readability, without glare.

The extreme brightness and strikingly different colors make them especially ideal for installations which are "hedged in" by an abundance of competing light. They are also effective by natural daylight. The illumination of conventional translucent letters is dependent upon a light source transmitting rays in an outward direction only. By contrast, these new letters, being a light source themselves, throw off rays in all directions, thus becoming the first truly third-dimensional illuminated letters ever made, according to Wagner.

This black light system of activation furthermore, affords a uniformity of illumination of every letter, which is extremely

difficult to obtain with previous types of lighting.

Guaranteeing long life, these new letters are not to be confused with letters when employed fluorescent materials which were front illuminated and exposed to the sun.

Glo-Flo letters are processed on the back and will not pass the ultraviolet rays of the sun, making them extremely fade-resistant. They are slotted for wind-proof mounting and may be used, with slight, economical modification, on all existing Wagner display frames.

National Theatre In-Car Speaker

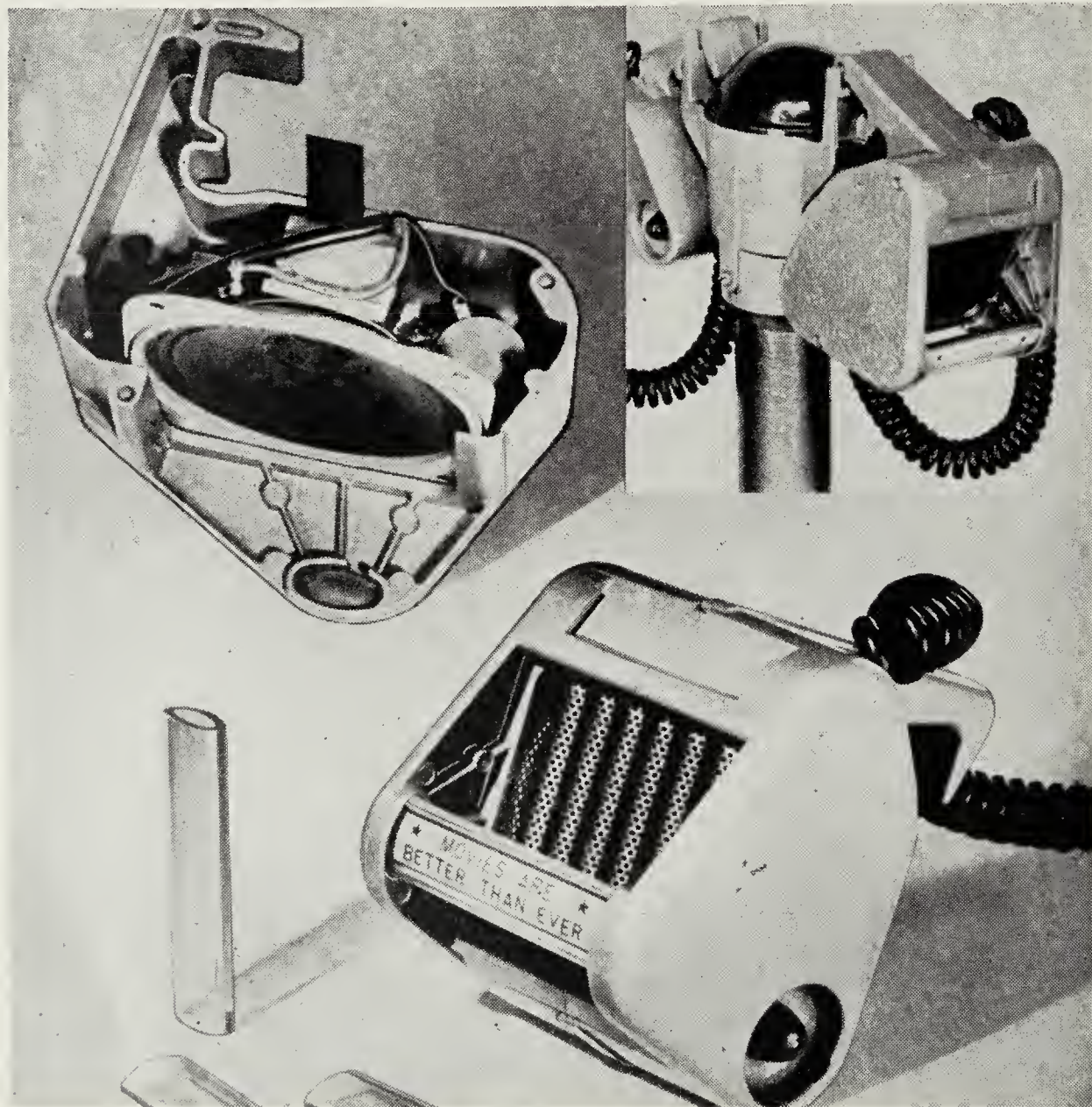
Still another piece of equipment which actually will make itself known to a large segment of the industry for the first time is a new speaker for drive-in theatres which is being marketed by National Theatre Supply.

The unit consists of a four-inch Alnico-V aluminum voice coil speaker, spring mounted into two halves of a very compact and well designed die cast aluminum housing. This method of mounting assures a floating suspension which reduces shock, minimized magnet shifting and simplifies replacement, it is claimed. The housing also accommodates a perforated anodized aluminum speaker screen, a volume control with recessed control knob, and an extruded acrylic handle.

The housing, which is finished in a durable silver hammertone enamel baked on over a zinc chromate base, has a two step window bracket for positioning in any car under all conditions, as well as on the speaker post coupling unit. The blue finish of the speaker screen matches the transparent blue of the extruded acrylic handle.

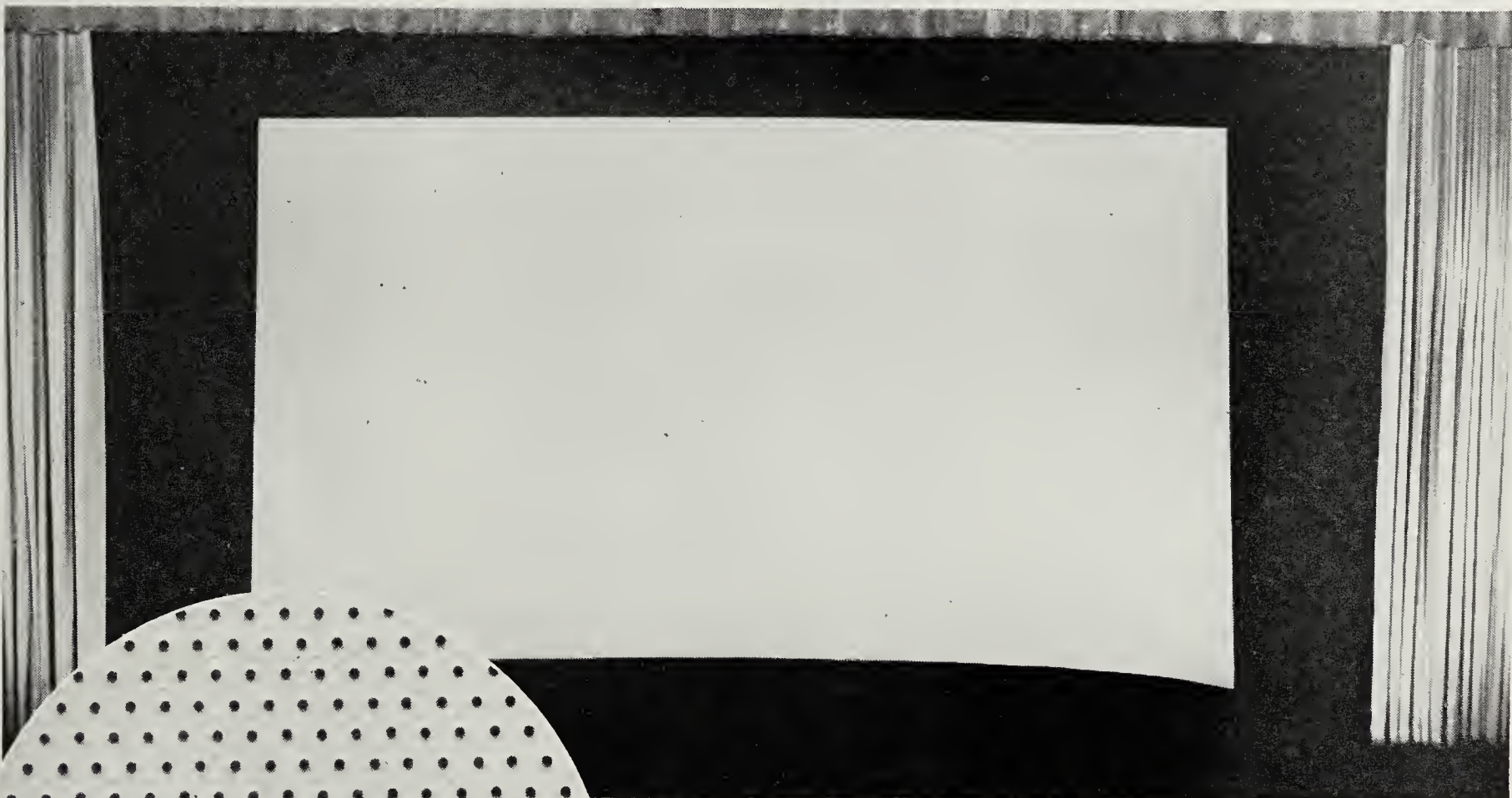
An oval tube, which forms the handle, is made by the Anchor Plastics Company and provides space inside for a phosphorescent theatre name or slogan card which glows in the dark. Functionally, the handle makes it much more convenient for the drive-in patron to place the speaker in his car and return it to the correct position on the speaker post. Regardless of the outdoor temperature variations, the handle is said to be always pleasant to the touch. This is due, it is claimed, to the insulating properties of the plastic material.

National Theatre Supply will be showing these new in-car speakers at the mammoth trade show.



The Screen with a Future and a Present too!

WILLIAMS ALL-PURPOSE SILVER SCREENS



The photo above shows a Williams All-Purpose Silver Screen in the Palace Theatre of Akron, Ohio. The fifty-foot screen was installed over a year ago and today it still supplies sharp definition in every projection method.

for

**CINEMASCOPE • VISTAVISION
WIDE SCREEN • 2-D AND 3-D**

No seams to mar the picture since the entire screen is welded into one piece.

Solid-plastic construction makes the screen extremely tough, tear-proof and flexible.

The exclusive infra-red baking process insures screens of long life and durability.

ACTUAL PHOTO

The doughnut-shaped indentation, scientifically measured and exactly surrounding every perforation, plus the clean, even silver finish of Williams screens, supplies clear, sharp pictures and uniform distribution of light for all viewing angles.

USED BY LEADING CIRCUITS EVERYWHERE, WITH OVER ONE HUNDRED SUPPLIED FOR THE STANLEY WARNER CHAIN.

WILLIAMS SCREEN CO.

Originators of all-plastic vinyl screens

1674 SUMMIT LAKE BOULEVARD
AKRON 7, OHIO

A Leading Expert In The Field Looks At

Wide Screen Light Requirements

By Arthur J. Hatch
Engineering Vice-President
Strong Electric Corp.

THAT the wide screen is here to stay is confirmed by the policies and commitments of major film producers to release their future better pictures either in CinemaScope or VistaVision processes. With a blessing on these two systems given by most, if not all of the film producers, the exhibitor can proceed to equip his theatre with the reasonable assurance that the equipment he purchases will be suitable for the projection of whatever wide screen system may eventually prevail.

Increased Screen Illumination

Those theatres that have already equipped for CinemaScope have learned whether or not they have ample screen illumination on the basis of their screen size. Theatres that have not as yet installed a large screen and may or may not have suitable projection lamps can approach the problem of solving their light requirements from two angles—first, that of determining how much light they will need to project a picture of the size which they intend to install; or second, determining how large a picture they can present with their present projection arc lamps. With both wide screen systems of projection with their vastly increased screen area there is a general requirement for more screen illumination than has been necessary heretofore.

As the matter of film apertures and aspect ratios has been pretty well established for these systems, it is possible to present a few facts and comparisons from which conclusions can be drawn that will obviate a period of expensive experimentation.

Comparisons

It is generally recognized that the maximum amount of light that can be put through present projection systems using present designs of powerful arc lamps and



optical systems depends principally upon one factor, the area of the aperture. For instance, using the most powerful lamps, it is usually possible to put about 6500 lumens through a 16mm. aperture. Using the same lamp it is possible to project approximately 23,500 lumens through a 35mm. aperture, which has about four times the area of the 16mm. aperture.

Since the amount of light which is available to the screen depends primarily upon the area of the picture aperture, to compare the requirements of the various projection systems it becomes necessary to examine them on an aperture area basis.

Most of the wide screen systems proposed use either an anamorphic type lens to expand the size of the picture or use a cut down aperture to accomplish the extended picture ratio. For instance, the non-anamorphic VistaVision system makes use of an aperture which is .825 inches wide (the same as the standard motion

picture aperture which has been in use since the advent of sound) by .446 inch in height. These dimensions give an aspect ratio of 1.85 to 1 to the picture when projected with a non-anamorphic lens. This aperture has an area of .368 square inches.

The system whereby VistaVision employs anamorphic prints uses the present standard aperture .825 inch by .600 inch and obtains the wide screen effect with an anamorphic lens that has a magnification of 1½ to 1. As the ratio of the standard aperture is 1.33 to 1 and is anamorphized with a 1½ to 1 ratio, the total aspect ratio of the final projected picture is 2 to 1. This standard aperture has an opening area of .495 square inches.

The CinemaScope projection system makes use of a still larger aperture, one that is .912 by .715 inches. The extending of the width of this aperture was made possible by relocating the sound tracks, as was done with the stereophonic magnetic sound on the CinemaScope print. The area of this aperture is .652 square inches, the largest of the systems used for general release and consequently it will pass the most illumination. The CinemaScope aperture has an aspect ratio of 1.27 to 1, and is used in connection with a 2 to 1 magnification anamorphic lens to give the projected picture a resultant ratio of 2.55 to 1.

The recent decision to release optical prints in CinemaScope necessitates the use of an .839 by .715 aperture or ratio of 1.17 to 1 which when projected by the regular 2:1 anamorphic lens results in a picture of aspect ratio 2.35:1. Area of this aperture is .600 square inches.

Comparing the light that can be put through these four apertures, we have the old standard width cut down VistaVision aperture with a 1.85 to 1 ratio to which we will assign a value of 100 units, based on the area of .368 square inches. Accordingly, to the .825 by .600 aperture used with the 1½ to 1 ratio anamorphic lens, and which has an area .495 square inches, we must assign a value of 135 units since this size aperture passes 35 per cent more light than the first described aperture. It follows then that the CinemaScope optical track aperture, with an area of .600 square inches rates 163 units, since it projects 63 per cent more light than the first described aperture.

The CinemaScope magnetic print aperture with an area of .652 square inches projects 77 per cent more light than the first described aperture or 177 units.

Since the powerful lamp, referred to previously, without projector shutter running, puts 17,500 lumens through the non-anamorphic VistaVision aperture, it follows that 23,500 lumens can be put through the anamorphic VistaVision aperture, 28,500 through the optical CinemaScope aperture, and 31,000 lumens through

SUMMARY OF WIDE SCREEN PROJECTION SYSTEMS

System	Aperture Size	Aperture Area sq. in.	Lumens thru Aperture	Type of Screen	Picture Aspect Ratio	Screen Size 4 ft. Lambert Center	Width Ratio Factor
Standard	.825 x .600	.495	23,500	matte white	1.33:1	66 x 50	1.00
VistaVision non-anamorphic	.825 x .446	.368	17,500	matte white	1.85:1	66 x 36	1.00
VistaVision anamorphic	.825 x .600	.495	23,500	matte white	2:1	78 x 39	1.18
VistaVision non-anamorphic	.825 x .446	.368	17,500	aluminized	1.85:1	89 x 48	1.35
CinemaScope-anamorphic optical sound	.839 x .715	.600	28,500	matte white	2.35:1	92 x 39	1.40
CinemaScope-anamorphic magnetic sound	.912 x .715	.652	31,000	matte white	2.55:1	100 x 39	1.52
VistaVision-anamorphic	.825 x .600	.495	23,500	aluminized	2:1	102 x 51	1.55
CinemaScope-anamorphic optical sound	.839 x .715	.600	28,500	aluminized	2.35:1	122 x 52	1.85
CinemaScope-anamorphic magnetic sound	.912 x .715	.652	31,000	aluminized	2.55:1	133 x 52	2.00

the CinemaScope magnetic print aperture.

An Example

Taking the example of a drive-in theatre which has been equipped with the most powerful arc lamps projecting to a 66 by 50 foot white screen with the standard 1.33:1 aspect ratio, it is interesting to compare the size of pictures that can be obtained with each of these new wide screen projection systems to obtain the identical unit brightness on the screen in all cases.

Taking the case of the non-anamorphic VistaVision system, and assuming the picture will be projected to a matte white painted screen, the width of the screen that can be utilized would be 66 feet. In the case of anamorphic type VistaVision, the width of the screen that can be accommodated would be 78 feet wide, optical print CinemaScope screen width could be 92 feet, and in the instance of magnetic track CinemaScope the screen width could be 100 feet. All figures given for systems using anamorphic lenses have recognized the existence of a light loss of about eight per cent introduced by the anamorphic lens attachment.

If the screen, instead of having a matte white surface is an aluminized paint surface with a reflection factor of approximately 1.4, the non-anamorphic VistaVision picture width could be 89 feet, the anamorphic VistaVision 102 feet, the CinemaScope optical picture 122 feet, and the CinemaScope magnetic track picture 133 feet in width, which incidentally, is about the maximum size that is being used in present-day drive-ins.

The accompanying chart shows these various figures for the different types of projection systems and different types of screens. All the figures shown are based on the use of the most powerful projection arc lamp available today and the sizes of the screen are calculated so that a brightness of four foot lamberts will be obtained in the center of the screen when the shutter is running. This figure of four foot lamberts is a little bit above the average brightness we find in most drive-in theatres today.

Screen Widths

To explain how these screen widths have been arrived at, take for example the magnetic track CinemaScope system which is calculated to have a 133 foot width for four foot lamberts center brightness.

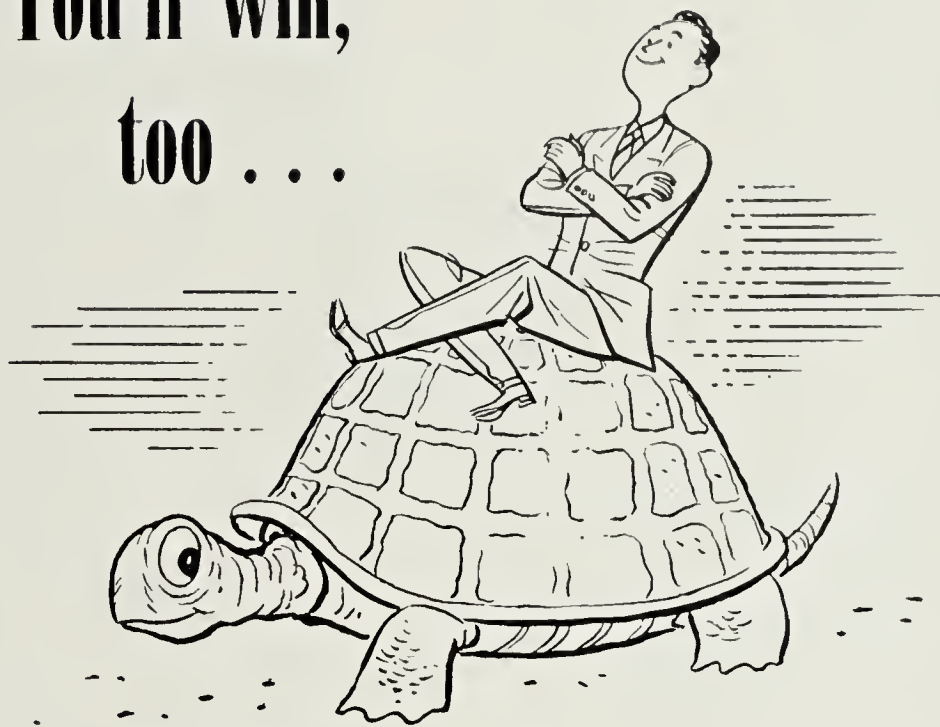
When the center brightness on a screen is four foot lamberts, and with the typical distribution pattern, the average brightness over the whole surface of the screen is found by test to be 2.9 foot lamberts.

With a screen having a reflective factor of 1.4 it is only necessary to project 2.05 foot candles to the screen to realize the 2.9 foot lamberts brightness. The 31,000 lumens which this powerful lamp can deliver through a CinemaScope aperture and standard f2.0 optics is reduced by the 50 per cent shutter loss and the eight per cent anamorphic lens loss so that the incident light on the screen is 14,350 lumens.

Therefore since lumens are the product of average foot candles times screen area, we obtain the area that we can illuminate

(Continued on page PT-EP-28)

You'll win,
too . . .



GOING ONE STEP AT A TIME!

The tortoise took it step by step—
and won going away!

This strategy of moving "slow but steady" is not restricted solely to foot races. *It's a sound, profitable approach for every motion picture exhibitor!*

The Cinemascope, wide screen and Vista-vision product is winning greater favor every day. Knowing the multiple equipment improvements it requires, National Theatre Supply has devised a program whereby even the smallest theatre can progress "Step by Step" along the road to complete wide screen projection. The exhibitor may begin simply with the basic wide screen installation and then gradually continue — right through to a complete stereophonic sound system.

DEFERRED PAYMENT PLAN

If it's terms you want to help in equipping your theatre — either all at once or step by step—for Cinemascope, VistaVision or Wide Screen, see NATIONAL. You will find a plan tailored to meet your requirements in every way!

Your National expert will be glad to advise you on this "Step by Step" program. Being familiar with theatres of every size, he knows how many steps you need to win the race towards profitable theatre improvement!

NATIONAL
THEATRE SUPPLY

Division of National • Simplex • Bludworth Inc

VistaVision To Use A Horizontal Projector

NEW YORK—The Century Projector Company reported last week that it is making several horizontal projectors at the request of Paramount Pictures, for additional research into the possibilities and practicabilities of using the entire double-sized frame in projecting VistaVision pictures.

The horizontal projectors would make use of Geneva movements adapted to draw the film from side to side, it was said. Since the film is twice the size of standard 35mm. prints the projectors would operate at a rate of 180 feet per minute. At the present stage of development it would be necessary to run a separate print through a standard vertical projector at 90 feet a second in order to get sound. The projectors would have to be synchronized in a manner similar to that employed in the projection of 3-D.

The development of this horizontal projector came about when the Paramount Studio Research staff, headed by Loren Ryder, experimented in order to see what would happen if the full-sized VistaVision picture was used without being reduced. The results, according to the reports, were so startling that the Century Projector Company was immediately contacted, and work begun on manufacturing the "Chinese" projector.

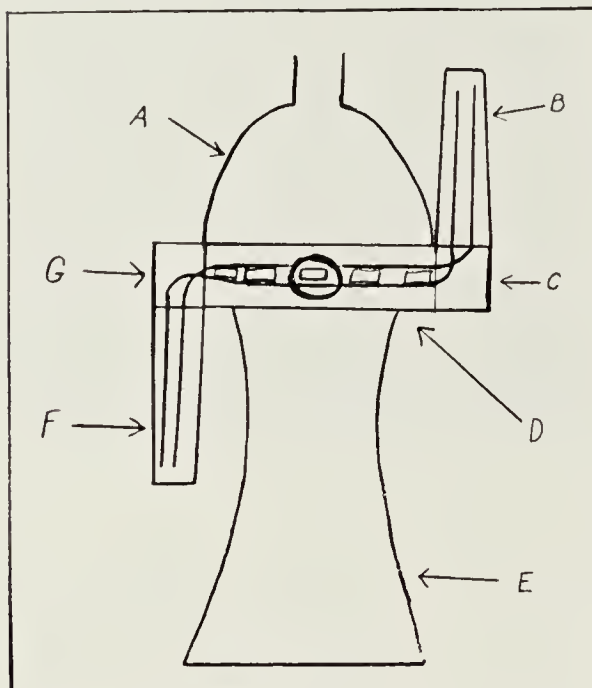
These early tests produced a picture that is said to be unmatched for clarity, depth of focus and color definition. In addition, other benefits claimed for the horizontal projector are that there is greater light transmission, there is less heat on the film, and film buckle is reduced.

At the present time it is indicated that the projectors currently being produced by Century will be used by Paramount for additional tests. However, there is a slight possibility that the horizontal projectors might be used at the Radio City Music Hall for the engagement of Para-

mount's first VistaVision release, "White Christmas."

The men currently responsible for designing and building this radically different projector, which would project a release print of the same dimensions as the VistaVision negative, are Ryder and Frank LeGrand of Paramount Pictures, and Larry Davee and Bill Hausler of Century Projector.

Davee indicated that photographs and explanations of the horizontal projector will be shown at the Century booth at the TESMA Trade Show to be held in Chicago at the end of the month. He also said that there is a possibility that one of the projectors might be exhibited also.



Here is a rough diagram attempting to explain how the horizontal projector would operate. (A) is the arc lamp. (B) the take-up magazine. (C) is upper magazine and sprocket guiding film into magazine. (D) projector mechanism. (E) Pedestal. (F) feed magazine. (G) lower magazine with sprockets guiding film into projector.

IPA Report

(Continued from page PT-EP-12)

E. M. Lowe's Theatres; Raymond Showe, Theatre Candy Company; and A. J. Schmitt, Houston Popcorn and Supply Company.

The theatre-concession sessions are scheduled from 9:30 a.m. to 12 noon and 2:30 p.m. to 5 p.m., daily on November 1, 2, 3, and 4. The session on Nov. 4 will be a combined Concessions Forum with Theatre Owners of America offering a summary presentation of all subjects covered in the previous three days.

Socially IPA convention registrants will meet first on Sunday, Oct. 31 at a House of Friendship buffet supper party in the Waldorf-Astoria Suite of the Hilton at 6:30 p.m. It will be preceded by a Suppliers' Cocktail Party. IPA will hold industry luncheons Nov. 1, 2, and 3 in the hotel's South Ballroom, and will participate in the Coca-Cola Party on Nov. 2 and the Pepsi-Cola Party on Nov. 3. On Nov. 4 IPA will join with TOA-TESMA-TEDA for a combined President's Banquet in the Grand Ballroom.

Booth Information

AMERICAN BUTTER INSTITUTE—Will occupy booth 152. Attending will be

Russell Fifer, executive secretary.

Exhibit: Poster, cards, etc. advising the profit and sales opportunities for using butter with popcorn.

APCO, INC.—Will occupy booths 166-167. Attending will be Samuel Kresberg, president; Melville B. Rapp, vice-president; Daniel D. Gould, midwest divisional manager; Joseph Bendas and William Kriskche.

Exhibit: The 6-Drink Automatic Soda Shoppe Soft Drink Cup Dispensing Machine; the 8-Drink Theatre Model Automatic Soda Shoppe; 3-Drink Soda Shoppe Junior.

BLEVINS POPCORN COMPANY—Will occupy booth 188. Attending will be James V. Blevins, Rufus Harris.

Exhibit: Bee-Hive Popcorn.

CANADA DRY GINGER ALE, INC.—Will occupy booth 182. Attending will be O. A. Glazebrook, III, National Syrup sales manager; John Mooney, Syrup manager, Chicago; E. William Dey, of the J. M. Mathes Adv. Agency.

Exhibit: Beverage Syrups and Imprinted Cups.

CAPITOL CITY PRODUCTS CO.—Will occupy booth 206. Attending will be E. J. Keefe, Columbus; Roger C. Hubbard and T. M. McGrath, Chicago.

Exhibit: Popcorn Seasoning, Flavonut-Colored Coconut Oil; Pureco 76, Uncolored Coconut Oil; Yellow-Pop, Colored Refined Peanut Oil; and Melrose Peanut Oil-Uncolored Peanut Oil.

GARGILL, INC.—Will occupy booth 177. Attending will be Thomas J. Friday, Jr., Chicago, and Arthur Koebe and Paul Semrad, manufacturing representatives.

Exhibit: Packaged Coconut Oil.

CENTRAL POPCORN COMPANY—Will occupy booth 176. Attending will be Floyd Bennett, Leonard Blewitt, and Forrest Wanberg.

Exhibit: New Bang-O Hybrid Varieties of Popcorn produced in 1954.

COCA-COLA COMPANY—Will occupy booth 196. Attending will be Charles Okun, special theatre representative, E. S. Candler and Dave Collings.

Exhibit: Fountain and Bottle Vending Equipment.

COLE PRODUCTS CORPORATION—Will occupy booth 189. Attending will be Albert Cole, president; Richard L. Cole, executive vice-president; D. W. Donohue, treasurer; R. K. Stonebrook, theatre sales manager; Stanley Gaines, assistant to vice-president; Dennis Nagy, chief field engineer and Kenneth Strate, chief service engineer.

Exhibit: Cup-type Beverage Dispensers (Automatic); a new line of "Cole-Spa Specials"—quality machines, selection of carbonated and non-carbonated drinks.

DELL FOOD SPECIALTIES COMPANY—Will occupy booth 170. Attending will be Carl W. DeWeese, president; David S. Nuciford, assistant secretary; Al J. Villiesse, sales promotion.

Exhibit: In addition to cheese and other flavors, will introduce Bar-B-Q flavored popcorn.

DIAMOND CRYSTAL SALT COMPANY—Will occupy booth 202. Attending will be Robert C. Williams, associate sales manager; W. E. Thossem, J. T. Conklin, L. M. Fitzhugh and K. E. Heffley.

Exhibit: Diamond Crystal Popcorn Salt, Antioxidant Salt, Diamond Crystal Salt and Pepper Packets.

THE ALBERT DICKINSON COMPANY—Will occupy booth 191. Attending will be L. L. McNally and Ted Meland.

Exhibit: Big Buster and Little Buster Popcorn.

ELECTRIC SORTING MACHINE COMPANY—Will occupy booth 173. Attending will be S. B. Parker, executive vice-president and C. L. Palmquist, sales engineer.

Exhibit: Fully automatic color sorting machine, and pneumatic separator for removing lightweight trash from such products.

ELMER CANDY COMPANY—Will occupy booth 174. Attending will be C. J. Heintz, field representative and Wm. Kleinhans, Chicago representative.

Exhibit: Gold Bricks, Almond Bars, Heavenly Hash Bars, Cream Cakes, Pecan Rolls.

EVANS MANUFACTURING CORPORATION—Will occupy booth 175. Attending will be David Goodman.

Exhibit: Automatic vending machine for ice cream bars.

F & F LABORATORIES—Will occupy booth 171. Attending will be Fred H. Schonlau, vice-president.

Exhibit: Hard roll candy packages; Juicelets.

(Continued on page PT-EP-30)

Manco-Vision D-I Screen Preview

MILWAUKEE—Drive-in theatre owners in attendance at National Allied's "Product Convention" will be invited to visit the Victory Drive-In Theatre today (Oct. 13) to witness a special demonstration of the new "Manco-Vision" extruded aluminum drive-in screen which was developed after two years research by the Motion Picture Research Council.

The extrusions for this screen are manufactured by the Aluminum Corporation of America and finished by the Manco Plating Company of Los Angeles, Cal.

Samples of this screen will be on display at Allied's Convention Trade Show. The first screen of its type ever to be installed is at the Victory Drive-In Theatre, Milwaukee. J. B. Schuyler, distributor of the Manco-Vision screen, has arranged for a demonstration at the Victory Drive-In Theatre during the convention for those exhibitors who register at the Manco-Vision booth on the convention floor for the purpose of witnessing this demonstration. Schuyler states that the special characteristics of this screen is an increase in picture brightness of approximately 300 per cent as compared to a freshly painted white screen. This, he says, represents a considerable increase in light, especially when we consider the importance attached to light increases of 10 per cent to 30 per cent with cut-down shutter blades and high-current carbons.

Schuyler further states that the 300 per cent increase in light is readily discernable by all patrons of the drive-in theatre because there is no falling off at the sides until you go beyond 45 degrees from the center line of the theatre and if the screen is properly installed, there is still a tremendous amount of illumination between 45 degrees and 55 degrees off of the center line. The screen is available in panels six inches in width and six feet long and are placed together in a tongue and groove arrangement like flooring. These strips are screwed by means of cadmium-plated screws to two by four's running horizontally and spaced one above the other on two-foot centers.

Brient To Handle New D-I Screen Material

WASHINGTON, D. C.—Elmer H. Brient and Sons, RCA dealers, recently announced that they have been appointed as the exclusive distributors for Cinemaplatic Drive-In Screen Coating Material, and the process of application.

The new coating is a liquid vinyl-plastic which has a rough texture giving even light from all angles when sprayed on a screen surface, it is said.

When sprayed on this material is said to have the same long life characteristics as an indoor vinyl-plastic screen. The surfacing corrects and fills cracks and irregularities, and remain plyable and highly reflective for many years. According to the announcement, the rain keeps the surface white and when desired can be washed with plain water or with soap and water, with no discoloring or harm to the coating.

Early installations are now two years old and show no failure in reflectiveness.

f/1.8

for maximum screen brightness

VISTA VISION

WIDE SCREEN

CINEMA SCOPE

perfect with the famous **HILUX VAL**

Projection Optics' **VARIABLE Anamorphic Lens!**

HILUX

PROJECTION LENSES

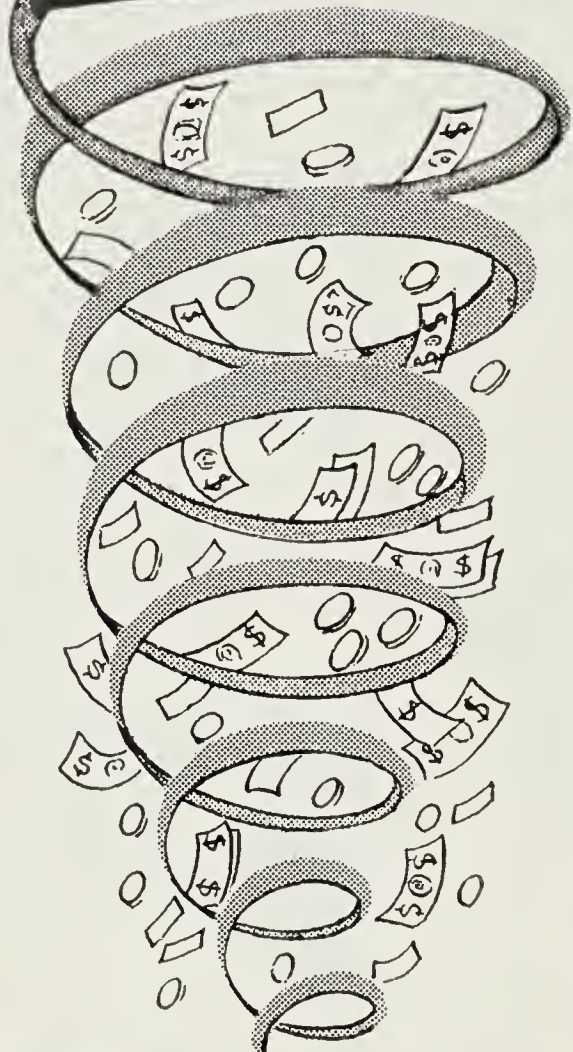
Since the advent of Wide Screen and CinemaScope *thousands* of progressive theatre operators have equipped their projectors with Hilux and Super-Lite projection lenses—*for use as prime lenses* with their anamorphic attachments.

Your patrons, too, will appreciate the superior quality that over 30 years of lens craftsmanship have engineered into the Hilux f/1.8. **\$270 up** per pair at your Theatre Supply Dealer.

PROJECTION OPTICS COMPANY, INC.
330 LYELL AVENUE • ROCHESTER 6, NEW YORK

NOW is the time

**TO PLUG COSTLY
PROFIT LEAKS**



In Your Admissions Control System

If there ever was a time when the Motion Picture Industry NEEDS every dollar that comes to its door—that time is now.

Revenue lost through ticket manipulation or employee connivance can doom your operation. (Last year, America's theatres lost over 15 million dollars through improper ticket handling.)

Make sure your theatre's admissions control system is *profit-tight*... with Automatic Register and Ticketaker, to give you effective control both in the box office and at the door! Write for full information.

GENERAL REGISTER CORP.

43-01 Twenty-Second Street
Long Island City 1, N. Y.
1018 S. Wabash Ave., Chicago 5, Illinois

Hatch

(Continued from page PT-EP-25)

to this 2.05 foot candles intensity by dividing 14,350 by 2.05 for a resulting screen area of 7,000 square feet. The picture width can be computed by taking the square root of the product of screen area times screen aspect ratio, which in the example calculates to 133 feet wide. The other calculations in the chart were made in a similar manner for the other projection systems and screens.

Assuming any particular theatre to have ample screen illumination on a matte screen using standard size aperture, the screen width that can be illuminated to the same brightness for any of the wide screen systems can be calculated by multiplying the present screen width by the "width ratio factor" given in the last column of the chart.

For example, if your own theatre presently has a 50 foot wide picture with standard projection on a white screen, and you wish to determine the width of matte white screen that can be illuminated to the present level of brightness with the VistaVision anamorphic system, simply take the present standard picture width and multiply it by the "width

factor ratio" of 1.18 from the chart. The resultant width in this example would be 59 feet.

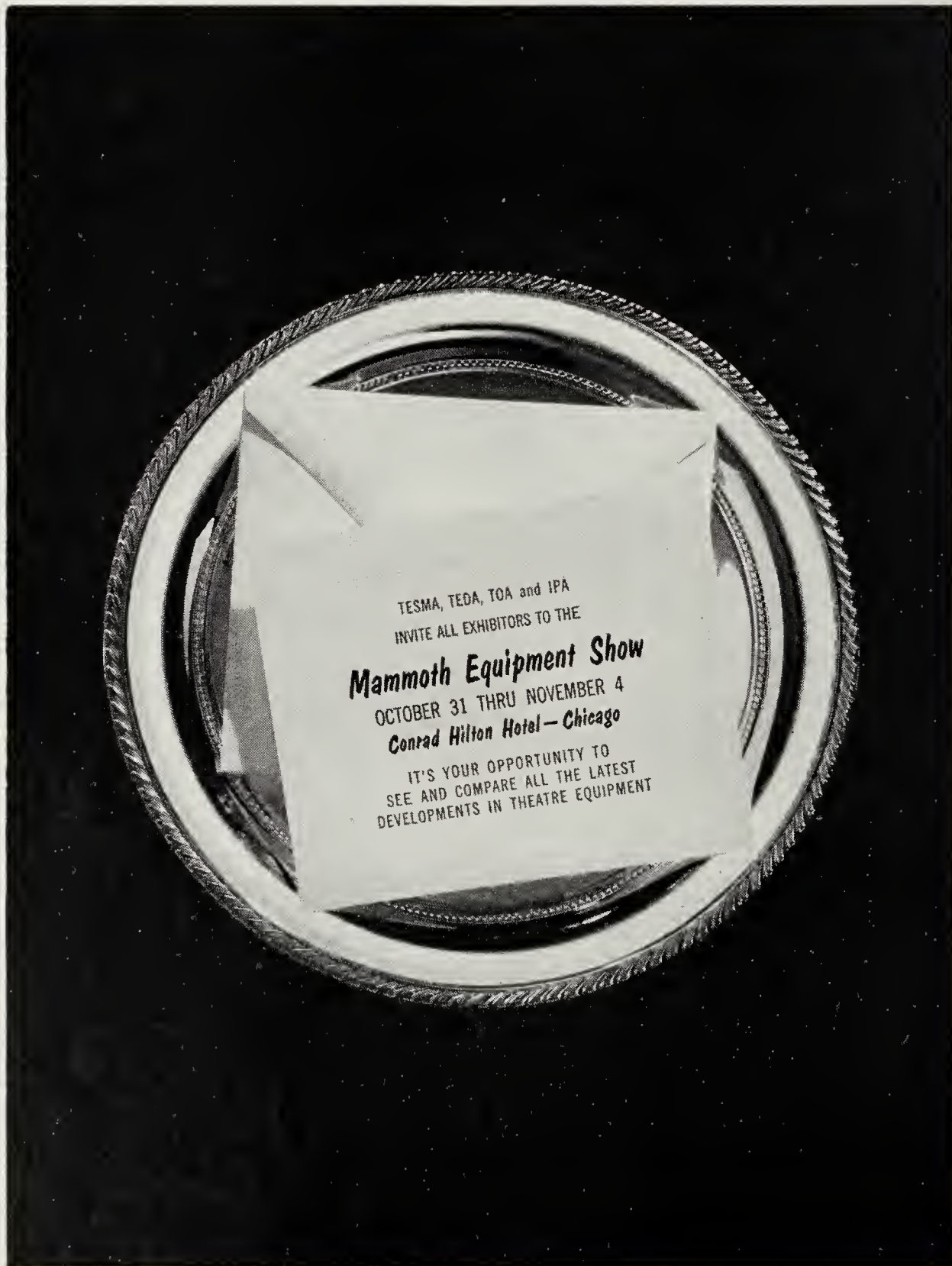
The illusion of living presence, the sole advantage of all the new screen techniques, can only be realized with an increase of screen width of from 1.75 to 2 times over that heretofore employed for standard projection.

Accordingly it is readily evident that most theatres will require the most modern and powerful projection arcs in order to meet the requirements of a sufficiently increased screen width for proper presentation of all wide screen techniques.

Williams Screen Co. Expands Its Export Business

AKRON, O.—The Williams Screen Company announced that their sales of wide screens to foreign countries has been increased during the past month. Some 38 screens were supplied for Canada alone during this period, it was claimed.

The company, which is the originator of solid plastic screens, is devoting its entire production facilities to the manufacture of all-purpose wide screens. Two plants are producing at full capacity.



SMPTE Makes Plans For Its 76th Convention

NEW YORK—The Society of Motion Picture and Television Engineers has completed arrangements to handle what is anticipated to be one of the largest conventions in its history, it was disclosed by John W. Servies, SMPTE's convention vice-president. The Society's 76th semi-annual convention is being held at the Ambassador Hotel, Los Angeles, from October 18 through 24.

Recent technical advances in the motion picture and television fields, which have greatly stimulated these industries during the year, was seen as the reason for the anticipated increased attendance and activity, according to Servies. Of outstanding interest, he noted, are recent developments in color television and color cinematography.

Indicative of the increased activity is the sponsoring of an exhibit of manufactured television and motion picture equipment. Announcement of arrangements for the equipment exhibit has already resulted in more than a dozen acceptances from exhibitors, Servies disclosed. The large East and West Gold rooms of the Ambassador will be utilized as the exhibit area.

Technical sessions will be held morning, afternoon, and evening, and several concurrent sessions have been scheduled to accommodate the many papers planned for delivery. A luncheon get-together on Monday, Oct. 18, will serve to open the convention. The semi-annual banquet and dance will be held Wednesday evening in the Embassy Room. Field trips to the color TV studios of CBS and NBC, and to the Moody Institute of Science and the Paramount Studio Theatre are also scheduled.

Five awards for outstanding technical achievements by individuals are to be presented at the convention this year. They include the Samuel L. Warner Memorial Award, the David Sarnoff Gold Medal Award, the SMPTE Journal Award,

RCA Researcher Receives SMPTE Gold Medal Award

NEW YORK—The Society of Motion Picture and Television Engineers announced it has named Ray D. Kell as recipient of the 1954 David Sarnoff Gold Medal Award for his pioneering achievements in the developments of all-electronic television and important contributions to color television, including its adaptation to the limits of a 6-megacycle channel, a career covering more than a quarter century. The announcement was made by Herbert Barnett, President of SMPTE.

Kell, a member of the television research staff of the RCA Laboratories division of Radio Corporation of America, will be presented the award at a luncheon opening the Society's 76th Semiannual Convention in Los Angeles on October 18.

The David Sarnoff Gold Medal Award was established to give recognition to technical contributions to the art of television and is awarded primarily for achievements within the last five years. In 1953 it was presented to A. V. Loughren of the Hazeltine Corporation.

Kell has been a leading participant in television development during the past 27 years.

the SMPTE Progress Medal Award, and the Society's Fellow awards.

Herbert Barnett, SMPTE President, will head up a large contingent from the east coast to attend the convention. The Ladies Committee is headed by Mrs. Philip G. Caldwell and Mrs. John G. Frayne. Chairman of the local arrangements committee is Philip G. Caldwell. Members expecting to attend the convention have been urged to send in their reservations directly to the Ambassador Hotel.

Partial list of exhibitors are: Bell and Howell, General Precision Laboratory, Hollywood Film Company, Kling Photo, Mole-Richardson Company, Producers Sales Company, Radiant Manufacturing Company, RCA, S.O.S. Cinema Supply Company, and Westrex Corporation.

Pepsi-Cola Offers Theatres Refreshment-Break Cartoon

NEW YORK—An unusual animated color cartoon, complete with story and entertainment values, is being offered to motion picture exhibitors by Pepsi-Cola Company to stimulate the sale of ice cream, candy, popcorn, and soft drinks during the customary refreshment break.

Entitled "The Perils Of Lurine," the one-minute-56-second film is done in the manner of the oldtime thriller—featuring a hero, heroine, and villain, a chase, gag commentary and piano arrangement—with a sales message of only 20 seconds as the surprise climax of the story.

Produced by Brandt Enos Associates and Pelican Films, "Perils" is designed to signal the refreshment break in a movie program.

ALL NEW FROM DIT-MCO

The NEW DitArc Selenium Rectifier was designed to meet the increasing demand for high quality rectifiers in the higher amperages. Two models available; one for 40 to 100 amperes and the other for 80 to 130 amperes. The rectifiers are equipped with fine and coarse adjustment taps to provide lamp with proper amperage and voltage. All rectifiers are provided with magnetic starters and push button stations. There are no fuses to replace as they are equipped with permanent thermal elements which causes the magnetic solenoid to open the power circuit if overloaded. A built in time delay is provided for power surges or voltage fluctuation. A thermal switch is also provided for overheating in case of blower failure or clogging of air vents.

The NEW PORT HOLE BLOWER



This efficient labor and maney saver helps protect valuable lenses and equipment . . . guards against dust, rain, bugs, etc. . . . exhausts heat and dirt. Assures cleaner projection. Newly designed to allow wide angle projection beams to pass freely.

The NEW SINGLE STACK and T-TYPE LAMP HOUSE BLOWERS



Great time, wark and maney savers for operators and theatre awners. Protect valuable coated lenses and other expensive equipment . . . give langer life to lamps, reflectars and stacks.

KEEPS LAMPS C-O-O-L-E-R



KEEPS REFLECTORS C-L-E-A-N

The NEW UNIVERSAL SPEAKER



Better Saund reproduction — 4-inch heavy duty inside speaker unit built to last far langer. Entirely new in design . . . constructed far long trouble-free life with built-in safeguards against damage by patrans and weather.

The NEW SCREEN TOWER EXTENSIONS



Convert your present screen far new, wide pictures the easy, law cast way. All-steel construction and pre-fabricated far any make screen tower. Rugged, safe, economical and attractive. Write far details and prices.

BUY DIT-MCO AND YOU BUY THE BEST

VISIT US AT TESMA BOOTH No. 89-66

DRIVE-IN THEATRE MFG. CO.

505 W. 9th Street

HARRISON 8007-8484

Kansas City, Mo.

Division of DIT-MCO Mfg. Co.

IPA Report

(Continued from page PT-EP-26)

DELICATE INTERNATIONAL—Will occupy booth 195. Attending will be Sid Waters, president.

Exhibit: Sanitary napkin vending machine.

FERRARA CANDY COMPANY—Will occupy booth 260. Attending will be L. V. Pagano, vice-president.

Exhibit: 5c and 10c specialties; Boston Baked Beans, Jordon-Maid Almonds; Chocolate Almonds.

FLAVO-RITE FOODS, INC.—Will occupy booth 207. Attending will be Kenneth K. Fell, president; Sy Adler, treasurer and Larry Blumenthal, sales manager.

Exhibit: Flavos Shrimp Rolls and Flavos Steamrollers. Hot Bar-B-Q Turkey-Inna-Bun.

INTERSTATE POPCORN COMPANY—Will occupy booth 172. Attending will be Irving Zussman, president.

Exhibit: Interstate Hybrid Popcorn, Boxes, Seasoning, and Supplies.

JET SPRAY COOLER COMPANY—Will occupy booths 185-186. Attending will be Samuel Dane, president; Leon B. Stavis, national sales manager.

Exhibit: Jet Spray Cooler, new electrically refrigerated drink dispenser.

JO-LO PERFUMATIC DISPENSER, INC.—Will occupy booth 195. Attending will be Joseph Tanzer, president.

Exhibit: Perfumatic—A spray type perfume vendor dispensing only nationally advertised brands, i.e., Channel No. 5, White Shoulders, Arpege, Sortilege, etc., at 10 cents a spray.

WALTER H. JOHNSON CANDY COMPANY—Will occupy booth 138. Attending will be F. H. Hanscom, vice-president-sales and advertising.

Exhibit: Power House Candy Bars; Home Style Pecan and Brazil Fudge, Chocolate and Vanilla Flavors.

KELLING NUT COMPANY—Will occupy booth 179. Attending will be Harry Minkey, vice-president.

Exhibit: New "Colorama" salted nut display unit and new theatre packages. New "Colorama" display unit features bulk display of nuts.

LUSK CANDY COMPANY—Will occupy booth 194. Attending will be Isadore Friedman, president.

Exhibit: Citrus flavored boxed hard candies.

MARS, INC.—Will occupy booth 178. Attending will be V. H. Gies, vice-president in charge of sales and advertising; B. A. Couchard, general sales manager; C. A. McDonough, eastern sales manager; H. R. Flaig, promotional sales manager, and W. E. Rockett, Chicago territory manager.

Exhibit: Entire five cent and 10 cent line: Twin Milky Way, 10 cents. Twin Snickers, 10 cents, and Mars, 10 cents in 96 count theatre pack with no price on wrappers.

J. A. McCARTY SEED COMPANY—Will occupy booth 180. Attending will be J. A. McCarty, Sr., president; James A. McCarty, Jr., vice-president.

Exhibit: Popcorn, pictures, various hybrids, various types of packages.

MONTICELLO MANUFACTURING COMPANY—Will occupy booth 201. At-

tending will be Thomas N. Roseberry, W. R. Manis.

Exhibit: Wire Counter and Floor Display Fixtures, several new models.

BEN NEWMAN ASSOCIATES—Will occupy booth 204. Attending will be Ben Newman, broker.

Exhibit: Representing Dairy Maid Chocolate Company, Banner Candy Company, and Washington Chocolate Company.

PEPSI-COLA COMPANY—Will occupy booth 165. Attending will be Peter K. Warren and Alan W. Finley, manager, theatres sales.

Exhibit: Dramatic presentation spotlighting Pepsi-Cola fountain syrup.

PHENIX FOODS COMPANY—Will occupy booth 197. Attending will be T. Hough, advertising manager; Jack Crawford, product sales manager.

Exhibit: Oke Doke, Phenix Cheese Flavoring and Cheeztang, Che-Zing.

PREMIER POPCORN COMPANY—Will occupy booth 203. Attending will be Harold M. Alver, O. J. Alver.

Exhibit: Premier "404" and our regular brand Golden Rocket.

PRONTO POP CORN SALES CORPORATION—Will occupy booth 181. Attending will be Morton Ladge and Morris Ladge.

Exhibit: Popcorn warmers and drive-in equipment. Stainless steel cafeteria equipment for drive-ins; popcorn dispensers, frankfort, piazza dispensers, french-fry, egg roll and shrimp dispensers, roll steamers and frankfort steamers.

REGAL PRODUCTS COMPANY—Will occupy booth 168. Attending will be Bert Silverman, advertising manager.

Exhibit: Sweetheart straws and cups.

RIO SYRUP COMPANY—Will occupy booth 172. Attending will be Irving Zussman.

Exhibit: Rio Brand Fountain syrups.

ROWE MANUFACTURING COMPANY, INC.—Will occupy booth 205. Attending will be Charles H. Brinkmann, vice-president in charge of sales.

Exhibit: Automatic merchandising equipment, candy and ice cream vending machines.

SAUNDERS, MANUFACTURING AND NOVELTY COMPANY—Will occupy booth 169. Attending will be Larry Saunders, president; E. G. Saunders, secretary; and Don Saunders, salesman.

Exhibit: Treasure Chest toys and prizes, Hallowe'en decorations, Christmas decorations, premiums and sales stimulants.

SELMIX DISPENSERS, INC.—Will occupy booths 153-154. Attending will be Arthur B. Segal, Irving Edelson.

Exhibit: Manually operated drink dispensers.

C. F. SIMONIN'S SONS, INC.—Will occupy booth 190. Attending will be J. A. Ryan, president.

Exhibit: Corn popping oils—Popsit Plus and Seazo.

STEEL PRODUCTS COMPANY—Will occupy booth 184. Attending will be L. W. Woolfolk, president.

Exhibit: E-Z Way automatic coffee-maker to boost coffee profits in drive-ins, restaurants, cafeterias, clubs, concessions.

SUPERIOR REFRIGERATOR MANUFACTURING COMPANY—Will occupy booth 187. Attending will be James P. Galli, secretary and treasurer.

Exhibit: "Soda-Maker" beverage dispensers; beverage dispensing equipment and supplies.

The ONE popping oil that does EVERYTHING!

popsit plus!

the liquid seasoning with BUTTER-LIKE FLAVOR AND COLOR

IT'S AMERICA'S MOST USEFUL FRYING OIL FOR DRIVE-INS!

popsit plus!

Made by **C. F. SIMONIN'S SONS, INC.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

... pops corn, fries burgers, hot dogs, french fries ... is always liquid ... comes in easy-to-use gallon can . . no waste.

TIDY-HOUSE PAPER CORPORATION—Will occupy booth 208. Attending will be David Adlman, president; Irving A. Singer, vice-president; and Leonard C. Gold, general manager.

Exhibit: Complete line of concession bags for indoor and outdoor theatre concession operations; complete new line of foil bags.

STONE PRODUCTS COMPANY—Will occupy booth 183. Attending will be William Evon and Robert Evon, owners; Gus Hermann, sales manager; Bea Holvas, secretary; Jerry Marcus, sales representative; and Mr. Murray, Fibus representative.

Exhibit: Beverage syrups and entirely new type of non-carbonated beverage dispensing equipment.

UCANCO CANDY COMPANY—Will occupy booth 194. Attending will be Charles Bookidis, president.

Exhibit: Pecanola Bars, White Divinity Center, Coated with Pecans.

TYSON - CAFFEY CORPORATION—Will occupy booth 152. Attending will be M. M. Caffey, president.

Exhibit: Handle Handy Carryout Trays. **C. J. VAN HOUTEN AND ZOON, INC.**—Will occupy booth 192. Attending will be Stewart H. Griffin, vice-president; Jerry Weissman; and Harry Grover, Jr.

Exhibit: Van Houten's imported chocolate bars, tablets, and pastilles.

THE WANDER COMPANY—Will occupy booth 199. Attending will be C. C. Burbridge, sales manager; A. L. Bissonnette, assistant sales manager; E. L. Mitchell, sales supervisor, central division.

Exhibit: "Toddy" the original chocolate malt in a can.

WATLING MANUFACTURING COM-

IPA To Conduct Theatre Concessions Forum

CHICAGO—The nation's top experts in all fields of theatre concessions will offer authoritative advice and will answer questions from the floor at the International Popcorn Association and Theatre Owners of America Concessions Forum all day Thursday, November 4, at the Conrad Hilton Hotel.

The forum, which will climax the 1954 TOA Convention, combined with the TESMA-TEDA-TOA-IPA Trade Show, will be moderated by Bert Nathan of the Theatre Popcorn Vending Corporation, Brooklyn, first vice-president of IPA, co-chairman of TOA's Concessions Committee.

Concessions leaders who will report on the latest developments in the various phases of theatre concessions and will participate in a question-and-answer period during the morning and afternoon sessions will be: "Popcorn," Nathan Buchman, co-chairman TOA's Concessions Committee; "Candy," Van Myers; "Ice Cream," Lee Koken; "Beverages," Melvin Rapp, and "Drive-In Operations," Melvin Wintman.

In addition to individual theatre owners, the heads of circuits and their managers and purchasing agents of concessions and equipment and accessories departments will be in attendance during the five-day conclave.

PANY—Will occupy booth 151. Attending will be J. W. Watling, president.

Exhibit: Coin operated weighing machines.

Catalog on "C & C" Rectifiers For Standard And Wide Screen

LOS ANGELES—Arc lamp rectifiers for latest requirements in theatre projection are discussed in a bulletin published by McColpin-Christie Corporation—specialists in rectifier design and manufacture for 25 years.

Known as "C & C" Selenium Arc Lamp Rectifiers—it is claimed that they economically provide the continuous D.C. power required for any type of standard screen, wide screen or for 3-D film projection, from one kilowatt to the "high candescent" types. Designed with a 12 phase output circuit, the three-phase units take three-phase alternating current from the power line and rectify it into a steady, flickerless light source, it is claimed. This feature, plus the special "C & C" transformer designed for safe short circuit current and maximum arc stability, provides the finest possible film projection. Single phase units, filtered to give low ripple, are available for locations where three-phase power is not available.

Where two lamps operate alternately, the Type "C" transfer switch box provides for quick switch-over from either one of two power supplies to the other, in case of emergency. Where two lamps operate simultaneously (normally with 3-D), the Type "C-1" transfer switch box provides for quick switch-over from either of the two D.C. power supplies to a standby unit, according to the manufacturer.

All "C & C" units are Underwriters Approved for continuous duty up to 150 amperes. National Theatre Supply is the distributor.

HOLLYWOOD WELCOMES

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I. P. A.



HOLLYWOOD CANDY DIV.

HOLLYWOOD BRANDS, INC. • CENTRALIA, ILL.

Festival-National Popcorn Week Promotion

CHICAGO—"Popcorn Fall Festival and National Popcorn Week are promotional naturals for the theatre industry," declared J. J. Fitzgibbons, Jr., Theatre Confections Ltd., Toronto, and president of International Popcorn Association, "especially since Americans and Canadians developed their popcorn eating habits to a great degree, while watching movies. Popcorn and movies go together—and so do profits."

"Millions of theatregoers who attend the movies each week will be more conscious than ever of popcorn," advised IPA first vice-president, Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, N. Y., "as a result of the four million dollars that will be spent in national advertising and sales promotion during Popcorn Fall Festival. Drive-ins that I serve as concessionaire will show refresh-

ment trailers with point-of-sale copy relating to the Festival and National Popcorn Week."

Still another IPA member and director, Lee Koken, director of concessions for RKO Theatres, Inc., New York City, had this to say: "For the past three years the theatre industry has realized the value of tying-in with International Popcorn Association's two big annual merchandising events, Popcorn Fall Festival and National Popcorn Week. Every theatre patron comes to the concession stand pre-sold through national advertising; ready to purchase a bag or box of delicious popcorn. I recommend to every theatre to intensify its promotion of popcorn for extra sales during these months." The merchandising committee of IPA's theatre-concession segment has announced that it will intensify its promotion of its newly developed IPA Popcorn Mobile during the Festival months. Already more than 2,500 mobiles and 200,000 give-away cards have been sold to theatres in the U.S. and Canada by IPA. Offered to the theatre industry is a completely coordinated merchandising kit which includes the IPA Popcorn Mobile and give away cards. A refreshment trailer, created by Filmack Corporation, featuring the IPA Popcorn Mobile shot in natural color for wide-screen, is also available.

The mobile, especially designed for theatre use to stimulate sales, has four color elements presenting these selling messages: "Popcorn and Movies Go Together," "It's Delicious," "Popcorn," and "Served Hot." They are kept in constant motion by natural air currents, air flow from the entrance and exit doors and the air-conditioning system and the heat waves rising from the popcorn stand. They attract positive attention and draw traffic to the stand for popcorn and other concession items. It is equipped with a hook so it may be quickly and easily hung from a fixture over the stand.

The colorful hand-out cards, imprinted on two sides feature the theme of "Stop—at the Popcorn Stand! Popcorn and Movies Go Together." These small and inexpensive cards are handed to movie patrons at the front entrance by the employe collecting tickets and serves as a positive and humorous reminder to stop at the popcorn stand for refreshments.

IPA headquarters is handling sale of the mobiles and the hand-out cards.

Electro Freeze Shows '55 Line

NEW YORK—All new for '55 is the motto for Electro Freeze next year. In accordance with the Port Morris Machine policy to be the first with the finest, 1955 will see an entirely new line of continuous direct draw Electro Freeze machines.

All of the suggestions, research, engineering and experience of 25 years have been put into the new line. The new freezers combine modern practical exteriors with simple, smooth operation to make this the biggest step forward in the direct draw freezer industry in more than 10 years. Capacities will range from five to 25 gallons per house.

The machines were on display and in operation for the first time at the 19th Dairy Industries Exposition, Atlantic City.

Neumade Markets Low Cost Film Cleaning Solution

NEW YORK—Development of what is said to be the first non-toxic film cleaning solution which can be offered to processors and users of motion picture film at a price comparable to that of conventional solutions of this type was announced recently by Oscar F. Neu, President of Neumade Products Corporation.

The new solution can be used anywhere, Neu said, without the usual precautions regarding ventilation or exhaust equipment, since the fumes are harmless and it is also non-inflammable.

An important secondary feature achieved in the new formula, it was stated, is that it renders film anti-static, so that it will actually repel dust particles or lint, rather than attracting them.

L. E. Jones, sales manager of Neumade, said the product will be marketed under the tradename "Renovex" and that first shipments have already been made. It is sold at approximately the same price as the Renovene film cleaning solution now included in the Neumade line.



Mel Rapp, executive vice-president, Apco, Inc., is general convention chairman of the 1954 National Automatic Merchandising Association convention scheduled for the National Guard Armory, Washington, D.C., on Oct. 10-11-12-13.

NOW! A New Merchandising Service from Manley

for Users of Manley Machines,
Merchandise and Methods



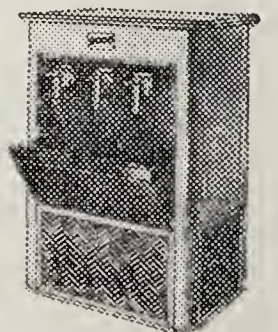
Your own experience in the theater business has shown you that the key to greater profits is promotion. Here, now, is the answer to your point-of-sales merchandising problems in your concession.

The new Manley Merchandising Service provides Manley Supply customers with point-of-purchase merchandising material on a yearly basis, at no cost! Keyed to seasonal themes, the Manley promotional material will stimulate buying of popcorn and other items at your concessions. Included is appropriate material for use at Christmas, Easter, July 4th and Halloween. Here is a service keyed to your needs . . . designed to build extra sales . . . and at no cost to you!

Act Now! Begin your promotion program with the attractive new Christmas material from Manley. You can enjoy all the advantages of this new, profit producing service if you use these Manley products: machines, popcorn, seasoning, salt and containers. Write direct today, or call your Manley representative and get the full story on the Manley Merchandising Service. Manley, Inc., Dept. EX-1054, 1920 Wyandotte Street, Kansas City 8, Missouri.

—Adv.

The New 1955 HEAVY DUTY SODAMAKER



- Plenty of repeat business when you own a SODAMAKER
- Triple your business
- Only the finest quality of materials used to make the SODAMAKER trouble free
- All stainless steel liners
- Larger gravity fed refrigerated syrup pans
- All refrigerated mixing faucets
- A good cold drink with plenty of carbonization

Superior Refrigerator Mfg. Co., Inc.
822-4 Hodiamont Ave., St. Louis 12, Mo.

Elizabeth Wagner Heads TESMA Ladies Entertainment Committee

CHICAGO—Fred C. Matthews, TESMA President, announced that Mrs. Elizabeth Wagner has again agreed to act as chairman of the TESMA ladies' entertainment committee that will function during the TESMA-TEDA-TOA-IPA conventions.

Assisting Mrs. Wagner will be Mrs. Bea LaVezzi, Mrs. Marie Wendt, Mrs. H. T. Matthews. Mrs. Wagner and Mrs. LaVezzi put over a wonderful program for the lady delegates last year, and there is no reason to doubt that they will outdo themselves to have the finest program ever, this year, Matthews said.

Nolan To Represent TESMA At Open Forum

CHICAGO—Fred C. Matthews, president of the Theatre Equipment and Supply Manufacturers' Association, Inc., has appointed V. J. Nolan, of National Carbon Company, Inc., to act as chairman of the important open forum committee representing TESMA. Assisting Nolan for TESMA and TEDA will be Clarence Ashcraft, Lee Jones, Nash Weil. This committee will meet with TOA representatives to work out the details, arrange for speakers, etc., for the Open Forum which will be held on Thursday, Nov. 4, during the TESMA-TEDA-TOA-IPA conventions and trade show, at the Conrad Hilton Hotel.

The Curtain Rises

(Continued from page PT-EP-20)

ERAL REGISTER CORPORATION will occupy booth 96. NEHI CORPORATION will occupy booth 97. MAJESTIC ENTERPRISES will occupy booth 98. C. S. ASHCRAFT MFG. COMPANY will occupy booths 99 and 100. MANCO VISION will occupy booth 103. MANLEY, INC., will occupy booth 106. DAWO CORPORATION will occupy booth 107. SERV-A-CAR PRODUCTS will occupy booth 117. CARBONIC DISPENSER, INC., will occupy booth 120. STELMA ELECTRONICS COMPANY will occupy booth 123. NORPAT SALES, INC., will occupy booth 124. HERSHEY CHOCOLATE COMPANY will occupy booth 131. SWITZER'S LICORICE COMPANY will occupy booth 132.



Heywood-Wakefield will have on exhibition, this chair which reclines by shifting body weight.

Magnasync Launches Program To Sell StereoSound To Public

NEW YORK—An all-industry program, aimed at selling the public on CinemaScope stereophonic sound, has been announced by Magnasync President, D. J. White, after talks last week with 20th Century-Fox executives.

Labeled "Stereoette," the first phase of the program involves a theatre lobby display, including a three-speaker stereophonic enclosure from which the public receives an excellent demonstration of dimensional sound. With each display kit, a supply of brochures is furnished which the listener is invited to take home. This free brochure tells the story of CinemaScope stereophonic sound in simple "layman's" language, it is said.

The "Stereoette" display and brochure carries no mention of the originator, Magnasync Manufacturing Company, as White explains: "We want to sell the public on stereophonic sound. We think the Stereoette is an excellent way to do this and we want to see one in every theatre, regardless of which brand sound system may be in use."

Fully endorsed by 20th Century-Fox, the Stereoette was described by 20th-Fox President, Spyros Skouras, as follows:

"We remain convinced of the vast superiority of 4-track Stereophonic Sound



Magnasync president, D. J. White (left) is seen discussing the Stereoette display with Loren Grignon, 20th-Fox. Object of these displays is to explain stereophonic sound to the general public.

over any other known method of reproduction. We do believe that your 'Stereoette' display will prove an effective way of projecting that fact to the public."

Ballantyne Triples Plant Facilities

OMAHA, NEB.—R. S. Ballantyne, president of the Ballantyne Company, manufacturers of theatre sound and projection equipment, announced that the company has tripled the size of its plant.

Before you
buy Any
projector
try

Century

Motion picture projection is changing, but only CENTURY is leading in scientific development with Cinerama, Cinemascope, 3-D and Stereophonic sound.

See
CENTURY
for:

ULTRA-MODERN PROJECTORS

3 AND 4-CHANNEL
SOUND REPRODUCERS

STEREOPHONIC AMPLIFIERS
AND CONTROLS

MECHANICAL AND ELECTRICAL
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ALL ACCESSORY EQUIPMENT

CENTURY PROJECTOR CORPORATION
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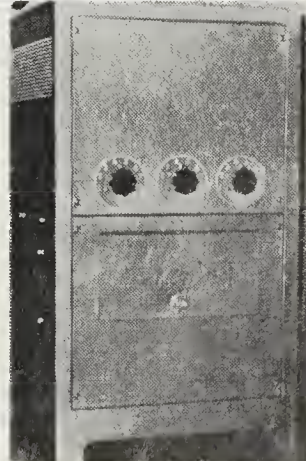
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TESMA Booth #124

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The "50,000 Hour" & "SUPERIOR"

SELECTIFIER SELENIUM
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And—a pleasant surprise awaits you!

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NORPAT, INC., 113 W. 42nd St., N. Y. C.



Need a **WIDE** Screen?

Be sure to see the **NEW**

ULTRA WHITE HI-LITE SCREEN

"Used for CinemaScope and all presentations"

Acclaimed for CLARITY and BRIGHTNESS at Radio City Music Hall's VISTAVISION demonstration — The World's Largest Screen. 70'x39'. Also SILVERLITE All Purpose Welded Seamless Screen.

See your dealer—or write

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The Biggest Values in MODERN THEATRE SEATING

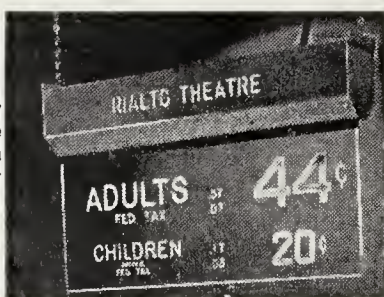


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planning service.
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For YOUR
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Engraved by our exclusive process on lucite to your specifications.



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ILLUMINATED PRICE ADMISSION SIGNS

Our enlarged plant facilities assure **OVERNIGHT** service from coast to coast. Plastic Signs Engraved for the Entire Theatre
Send for Folder *Pat. pend.

Edgar S. Bowman

682 Sixth Avenue

New York 10, N. Y.

This and That Around the Trade

The Ampex Corporation, Redwood City, Cal., announced the completion of its first contract to furnish stereophonic Cinema-Scope sound systems for the Army and Air Force Motion Picture Service. Under the contract, Ampex supplied complete sound systems to 104 military post theatres throughout the world, according to Jim Mahon, Ampex's theatre equipment sales manager . . .

. . . M. D. Faige, president of Norpat Sales, New York City, has announced the appointment of Gilbert Andrus as general manager to serve the motion picture theatre field on the complete Norpat line. Prior to this post Andrus held positions with the Chrysler Corporation and Jack and Heintz Precision Industries . . .

. . . Joseph Maharam, head of Maharam Fabrics, New York City, recently returned from a two-month tour of Europe with his wife. They visited England, France, Italy, and Switzerland and brought back many new patterns and designs which will be included in their theatre fabrics line. Maharam stated that he was impressed with theatre business in all of the countries visited, and was very optimistic about the future of motion pictures . . .

. . . Motiograph has appointed Charles Vonesh as head of its field service department. Vonesh is a member of Chicago Local 110 of the IATSE, and is an experienced projectionist and sound engineer. He succeeds J. W. Huckleberry who has joined the company's engineering department . . .

. . . The 1953 Henderson Award of the Royal Photographic Society of Great Britain has been granted to Dr. Edwin E. Jelley, research associate of Kodak Research Laboratories, for outstanding work in photographic chemistry. Jelley is the sixth Kodak scientist in Rochester to win the Henderson award which was established in 1907 for the most useful discovery or essay in photographic chemistry . . .

. . . The Typhoon Air Conditioning Company recently announced that it has consolidated its three Brooklyn, N. Y. plants and offices into the one at 550 Carroll Street . . .

. . . The Irwin Seating Company is currently offering two multi-colored pamphlets on its newest theatre chair, the Comet. One of the pieces of literature deals exclusively with the features and construction of the Comet. The second pamphlet lists seven other types of chairs put out by the company, in addition to the Comet . . .

. . . The story of Bevelite plastic letters and backgrounds for theatre marquees is explained in an eight page brochure being offered by Theatre Specialties, Inc. There is information about construction, use, installation and attraction qualities of the plastic items. Bevelite letters are distributed by National Theatre Supply.

HERE IS A QUICK, EASY WAY TO GET FURTHER INFORMATION. JUST CHECK AND RETURN. NO OBLIGATION.

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| PROJECTION | In-Cor Heater |
| ... Arc Lamps | Insect and Weed Control |
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| ... Screens | ... Boxoffice Equipment |
| ... Screen Frames | ... Display Frames |
| ... 3-D Equipment | ... Marquee |
| ... Theatre TV | ... Marquee Letters |
| | ... Signs |
| SOUND | |
| Amplifiers | |
| ... Hearing Aids | AIR CONDITIONING and HEATING EQUIP. |
| ... Inter-Coms | |
| ... Loud Speakers | CONSTRUCTION and DECORATION |
| ... Standard Sound Systems | |
| ... Stereophonic Sound Systems | STAGE EQUIPMENT |
| ... Sound Service | ... Curtains |
| | ... Curtain Controls |
| DRIVE-IN EQUIPMENT | FURNISHINGS |
| ... Admission System | ... Carpets, Padding |
| ... Boxoffice Equipment | ... Rubber Mats |
| ... Coiled and Straight Speaker Wires | ... Seats |
| ... Construction | ... Seat Cushions |
| ... In-Car Speaker | |

For additional information on products advertised in this issue, please check.

- Cut Along Dotted Line
- APCO, INC., SodaShoppes
 - EDGAR S. BOWMAN, Adm'ssion Signs
 - CARBONS, INC., Lorraine Carbons
 - CENTURY PROJECTOR CORP., Projection Equipment
 - THE COCA-COLA CO., Soft Drinks
 - DIT-MCO, INC., Drive-In Theatre and Projection Equipment
 - GARVER ELECTRIC CO., Projection Rectifiers
 - GENERAL REGISTER CORP., Admission Control Systems
 - HEYER-SCHULTZ, INC., Metal Reflectors
 - HEYWOOD-WAKEFIELD CO., Seating
 - HOLLYWOOD BRANDS, INC., Candy Bars
 - IDEAL SEATING CO., Seating
 - INTERNATIONAL PROJECTOR CORP., Projection Equipment
 - KOLLMORGEN OPTICAL CORP., Projection Lenses
 - MANLEY, INC., Popcorn, Drink and Hot Dog Machines; Homburger Grill, Popcorn, Salt and Seasoning
 - MOTIOGRAPH, INC., Projection and Sound Equipment, In-Cor Speakers
 - NATIONAL CARBON CO., "National" Carbons
 - NATIONAL THEATRE SUPPLY, In-car Speakers and Complete Indoor and Outdoor Theatre Supplies and Equipment
 - NORPAT, INC., Selector Selenium Rectifiers
 - PEPSI-COLA CO., Soft Drinks
 - PROJECTION OPTICS CO., INC., Projection Lenses
 - RAYTONE SCREEN CORP., Screens, Lenses, Screen Paints
 - J. E. ROBIN, INC., Rectifiers, Motor-Generators, Screens and Projection Lenses
 - SAFEWAY SANITATION CO., Sofeway Toilets
 - C. F. SIMONIN'S SONS, INC., Popsit Plus Popcorn Popping Oils
 - STRONG ELECTRIC CORP., Projection Lamps and Rectifiers
 - SUPERIOR REFRIGERATOR MFG. CO., INC., Soda-makers
 - VOCALITE SCREEN CORP., Screens
 - WAGNER SIGN SERVICE, INC., Plastic, Aluminum, Gloss and Luminous Letters, Attraction Panels
 - WILLIAMS SCREEN CO., All-purpose Silver Screens

Without charge or obligation, please send me additional information on above checked items.

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Equipment Forum To Highlight Convention

CHICAGO—Speakers and panel members of the Theatre Equipment and New Processes Forum at the 1954 TOA Convention and TESMA-TEDA-TOA-IPA Trade Show, October 31 through November 4, Conrad Hilton Hotel, were announced jointly by TESMA and TOA.

It is expected that this Forum, in which the speakers and panel members will answer questions from the floor, will surpass the first forum of this kind held last year, when more than 1,000 exhibitors and equipment manufacturers and dealers participated.

This year's Forum will be held Wednesday, November 3, from 2 p.m. to 5 p.m. The moderator will be Alex Harrison of 20th Century-Fox Film Corporation. The speakers and their topics will be:

Loren Ryder, Paramount Picture Corporation, "VistaVision."

Earl I. Sponable, 20th Century-Fox Film Corporation, "CinemaScope and Magnetic Reproducers, with particular emphasis on Maintenance, Anticipated Life, and Demagnetization."

M. H. Stevens, Bausch and Lomb Optical Company, "Lenses—Prime and Anamorphic—Both Fixed and Variable Type."

J. F. O'Brien, Radio Corporation of America, "New Developments in Wide Screen, Projection, Sound, and Theatre Television."

A. J. Hatch, Strong Electric Corporation, "Projection Lamps, Screen Brightness, etc."

Leonard Satz, Raytone Screen Company, "Screens—Both Indoor and Outdoor."

Other panel members will be: Nash Weil, TEDA, General Construction and Maintenance; A. E. Meyer, International Projector Corporation; L. E. Pope, Fox

Mid-West Corporation; Edwin Gage, Walter Reade Theatres; Joseph J. Zaro, Bijou Amusement Company; E. J. Nelson, Ballantyne Company; John R. Miles, Projection Optics Company; F. C. Dickely, Altec Service Company, and W. A. Gedris, Ideal Seating Company.

"In view of the fact that developments in the physical operation of our theatres are changing almost daily, theatre owners must keep abreast of these changes if their future investments are to be economically sound," declared Walter Reade, Jr., TOA president. "All exhibitors, whether the heads of circuits or the oper-

ators of small theatres, will be able to ask the questions about problems that are now confusing them and to get authoritative answers and advice from the top leaders in the business."

Jack Nolan, Manager of National Carbon Company, chairman of the TESMA committee in charge of the program for the Forum, stated: "The agenda for this year's Forum has been carefully designed to give the convention delegates the most comprehensive picture of theatre equipment and new processes to date as possible. The speakers and other panel members are the outstanding experts in their respective fields. If the answers are available, they will have them. Advance interest in this Forum is high."

SAFEWAY TOILETS

Flush with **ONE QUART** of water!
YOU DON'T HAVE TO HAVE FLOODED RESTROOMS AND DRAINAGE FIELDS!

SAFEWAY actually SAVES:

75% of water supply
50% of drain field cost

Ask for descriptive folder

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TESMA—TEDA—TOA—IPA

"Best Wishes for a Successful Convention"

GARVER ELECTRIC COMPANY

327 CARTER STREET, UNION CITY, INDIANA

MANUFACTURERS OF PROJECTION RECTIFIERS

NOW! 15% MORE LIGHT

METAL Reflectors

H-S "52" ALUMINIZED

GUARANTEED 5 YEARS

SEE YOUR THEATRE SUPPLY DEALER

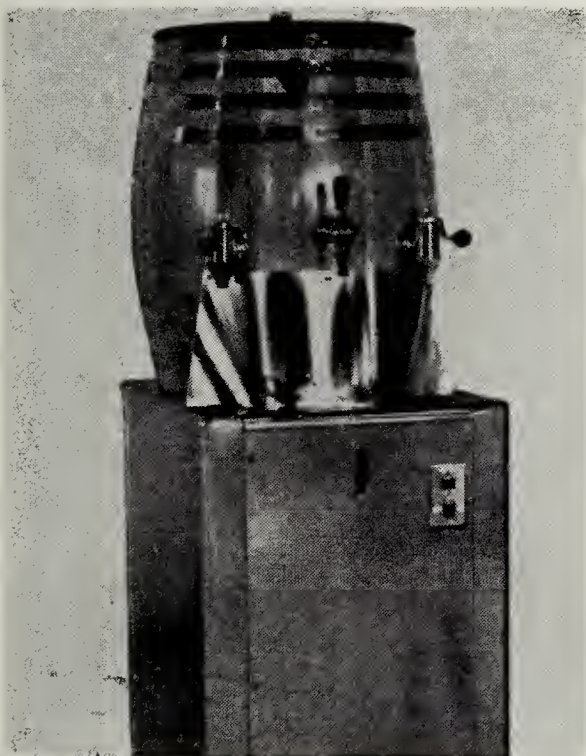
Manufactured by HEYER-SHULTZ, INC., Cedar Grove, N. J.

for VistaVision

Lorraine ORLUX SUPER-CHARGED **LARGE-CORED Carbons**

For DRIVE-INS & THEATRES with HUGE, WIDE-AREA SCREENS • CARBONS, Inc. BOONTON, N. J.

for CinemaScope



This beverage dispenser will be on display as part of the Dad's Root Beer trade show exhibit.

For EVERY Aspect Ratio...

For EVERY Sound Technique...

Simplex
T.M. REG. U.S. PAT. OFF.

**PROJECTION and
SOUND SYSTEMS**

... RATE NO. 1 WITH EXHIBITORS
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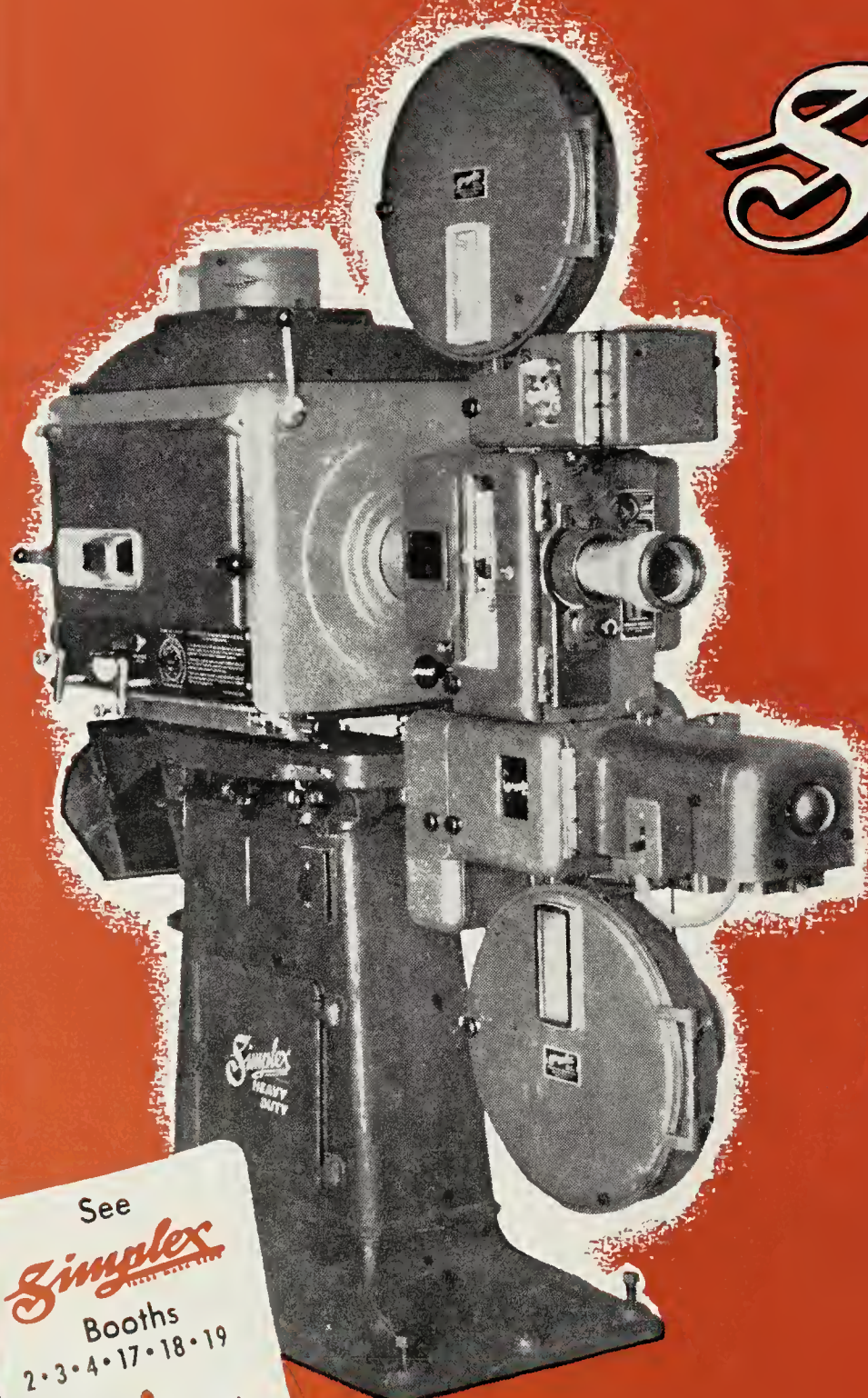
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A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



NEWS OF THE

Territory

New York City
Crosstown

The Elbro Amusement Corporation has taken over operation of the Savoy, Bloomfield, N. J. Sam Baker will do the buying and booking.

The Museum of Modern Art announced a new nine-week series called "Through The Looking Glass," comprised of films about film making. The series began on Oct. 4 with showing twice daily in the Museum Auditorium. Included in the nine weekly programs are two famous satires on the industry, "Once In A Lifetime," made in 1932, and "Bombshell," a 1933 film with Jean Harlow. Other films include a screen lecture by director-critic Basil Writh on Carol Reed's "Odd Man Out," with scenes from the film. Also included is some screen test footage of stars before they became famous, among them Danny Kaye, Gregory Peck, John Fontaine, and Vivian Leigh. "The Movies and You," a series of films on a technical aspects of film making, will be shown in the week of Oct. 18. Richard Griffith, curator, Film Library, acknowledged the cooperation of the motion picture industry in assembling the programs. Special thanks for assistance was extended to Samuel Goldwyn, John D. Desmond, William D. Kelly, James A. Mulvey, Reid H. Ray, David O. Selznick, and Gloria Swanson.

For the first time in history, a "Third Year" sign went up on a Broadway motion picture theatre. Cinerama completed two years of continuous showing on Sept. 30 at the Warner. Samuel Rosen, executive vice-president, Stanley Warner Corporation, the Cinerama exhibition company, pulled the rope hoisting the sign on the marquee. He was joined in this ceremony by the executive managers of all Broadway theatres. This was planned as the first part of a program of events climaxed by an evening performance of "This Is Cinerama" for an invited audience that included mayors of 100 nearby cities and a contingent of aviators from the Air Line Pilots Association.

A motion picture museum on wheels, tracing the development of the motion picture during the last 50 years, was completed at George Eastman House, Rochester. The museum was installed in a 33 foot trailer truck under the sponsorship of Loew's Theatres, and will visit New York City grammar and high schools. Its first appearance in New York City was on Oct. 5 as a part of Loew's Theatres "Golden Jubilee" motorcade. Included in the museum is early motion picture apparatus mechanized to be put into operation by the visitor. The first of these is the Zoetrope, a whirling drum with slits, the predecessor of the motion picture. The second is an original projector of 1895. The third is an

New York City Tax
Collections Under Estimate

NEW YORK—A representative of the city tax collector's office has reported that returns of the first payment of the New York five per cent amusement tax from all sources in the five boroughs were \$1,291,949. Tax officials estimated that during July and August approximately \$750,000 of this figure came from 436 theatres. A circuit attorney declared that the city, at this rate, "should realize about \$7,851,694 yearly, with exhibitors providing about \$4,500,000." The attorney pointed out, however, that such an estimate was far from accurate as the city fails to take into account the fact that these are the two top months of the year, and a drop in attendance will produce a corresponding decline in tax collections.

Harry Brandt, president, Independent Theatre Owners Association, stated that the returns indicate that city estimates to Mayor Robert Wagner concerning the tax yield were far too high.

Russell Beame, city budget director, estimated a tax yield of \$16,000,000 with \$9,000,000 coming from theatres. Brandt stated that the tax will yield no more than \$8,000,000 overall, with theatres contributing between \$3,500,000 and \$4,000,000. The next payment is due on Dec. 20.

Exhibitor attorneys were awaiting official notice that the tax law has been upheld and will then file notice of appeal from State Supreme Court Justice Percy D. Stoddart's ruling.

Edison projector. With these exhibits are transparencies of a Praxinoscope (early animated cartoon viewer), the first movie poster in the world, and Edison's peep show Kinetoscope. A large still display illustrates notable films and film personalities of a half century. A color camera, a complete projector unit circa 1913, and a newsreel camera of that period are featured. Visitors are invited to work an actual Mutoscope and a mechanical peep show. Scenes from Loew's Golden Jubilee attractions are shown by a modern auto-

matic slide projector. The display was assembled by the curatorial staff of George Eastman House. A narrator describes the function of the various pieces of equipment.

Mike Simons, in charge of exhibitor relations at MGM, last week returned from Missoula, Mont., where he attended the Montana TO convention.

Card Mondor, Seattle, heads Hallmark's sales organization in New York State for distribution of "She Shoulda Said No." After four years of a ban, the film received the green light from the state motion picture censor board, with minor deletions being ordered. Attorneys Ephraim London and Henry Fox, Washington, D. C., handled the censorship case for Hallmark.

The suit brought by Joseph P. Smith, Lippert sales manager from 1950 to early this year, against the company for salaries and commissions allegedly due him has been settled and discontinued. Smith had charged breach of contract. Attorney Harry Pimstein represented Smith, with A. J. Handel representing Lippert.

C. S. Perkins, operating manager, Altec Service Corporation, announced the reassignment of field engineer William Howard to Altec's northeastern division in New York. Howard, performing special duties at Altec's New York headquarters office for several months, will resume service activities in the Long Island and Brooklyn area.

L. D. Netter, Jr., general sales manager, Altec Service Corporation, returned following a series of conferences with Comerford Circuit executives in Scranton, Pa., and Marty Wolf, assistant sales chief, returned to Altec's home office following attendance at various exhibitor conventions.

Nick Pery, Columbia Pictures International's managing director for continental Europe and the Near East, arrived from Paris for several weeks of conferences.

RKO Theatres Corporation leased the entire 17th floor of the Mutual Life



Seen mapping plans for the 1954 fund-raising campaign of New York's Cinema Lodge, B'nai B'rith, at a luncheon meeting under the chairmanship of Max E. Youngstein, vice-president, United Artists, are, seated around the table, left to right, Martin Levine, Alfred W. Schwalberg, Youngstein, Monroe Goodman, Leon Bamberger, Norman Robbins, Jack Hoffberg, Bernie Brooks, Milton Livingston, Mrs. Sally Meiselman, executive secretary; Harold Klein, Lou Wolff, Ben Abner, Joe Sugar, Abe Dickstein, Saul Trauner, and Harry Goldberg, obscured. Standing are Leo Jaffe and Cinema President Burton E. Robbins.

Insurance building, 1840 Broadway, and will operate its home office from this new address commencing about Dec. 1. Sol A. Schwartz, president, RKO Theatres, in announcing the move from Radio City, revealed that over 17,000 square feet of space had been leased for a period of 10 years. . . . A daughter, Deborah Lee, was born at Mary Immaculate Hospital, Jamaica, to Patricia Anderson, wife of Roy Anderson, assistant to United Artists' playdate department manager Neal Austrin. The child is the Andersons' first.

William J. German, head, W. J. German Corporation, has again accepted the chairmanship of the motion picture industry division of the 1954 campaign in behalf of the Joint Defense Appeal. JDA, the sole fund-raising arm of the AJC and ADL, is seeking to raise \$5,000,000 to support programs for combatting bigotry and discrimination and safeguarding democratic liberties.

Harry M. Kalmine, vice-president and general manager, Stanley Warner Theatres, flew back from England following the opening of "This Is Cinerama" at the Casino, London.

The Broadway Association presented a special award to Spyros P. Skouras and 20th Century-Fox commemorating the first anniversary of CinemaScope in ceremonies at the film company's offices. Robert K. Christenberry, head, Broadway Association, made the presentation to Skouras.

O. J. Forest, manager in Trinidad, Westrex Company, Caribbean, a subsidiary of the Westrex Corporation, arrived for conferences with Westrex Corporation's headquarters staff in this city.

Alfred H. Tamarin, assistant national director of advertising, publicity, and exploitation, United Artists, left for Hollywood to set up advance publicity and promotion for UA releases now in production. . . . Avv. Eitel Monaco, president, ANICA, and Dr. Franco Penotti, president, Italian Distributors Association and a member of the board of directors of ANICA, left for Italy following extensive discussions with the MPAA. . . . Edward D. Cohen, Latin-American supervisor, 20th-Fox's international corporation, arrived for home office conferences.

New Jersey Oakhurst

Walter Reade Theatres announced that it is embarking on its most extensive season of stage presentations, the first time that the circuit has ever entered a fall season with so many legitimate attractions already booked. Some of the houses playing the legitimate stage and ballet attractions are the St. James, Asbury Park, N. J.; Broadway, Kingston, N. Y.; Majestic, Perth Amboy, N. J.; Oxford, Plainfield, N. J.; and others. At the Carlton, Red Bank, N. J., four shows will be presented by the Monmouth Arts Foundation, a nonprofit cultural organization.

New York State Albany

A Film Row landmark may be converted to other uses. The Paramount building is for sale.

Joe Saperstein, who suffered a heart attack at his desk in the Palace building last winter, is reported retiring as Fabian area buyer-booker. He recently had been downtown and had visited the theatres, but must follow a restricted program. Saperstein's connection with the industry dates back almost 50 years.

The old superstition that misfortunes run in threes seemed to hold in the Warner exchange. Mrs. Carrie Rogers, manager's secretary, suffered a fractured left arm when she fell; Mrs. Evelyn Mallory, biller, lost her father-in-law; and Mrs. Doris Senecal, cashier, suffered the loss of an uncle. Mrs. Rogers, valued aide to Ray Smith, gamely worked for a half-day before she went to a doctor and learned of the fracture. She has been on duty with the arm in a sling. . . . The wife and two small daughters of Harvey Appell, transferred by Columbia from salesman in Albany to a similar post in Boston, left for New London, Conn. He took golf clubs and a bag, presented as a farewell gift from fellow Film Rowers at a weekend party. Herb Schwartz, Columbia salesman, made the presentation, wishing Appell "All good luck in your new assignment." Attendees included Norm Jackter, Columbia branch manager; Milt Levins, Columbia head booker; Sylvan Leff, Realart upstate representative and Utica-Watertown exhibitor; Joe Miller, former Columbia branch chief and present co-operator, Menands Drive-In; Harry LaVine, Warner salesman; Leo Greenfield, U-I manager; Bob Friedman and Gene Loew, U-I salesmen; and Howard Goldstein, RKO salesman; Clayton Pantages, 20th-Fox salesman; and Burt Toppal, United Artists salesman.

Neil Hellman, Albany, Philadelphia, and Levittown, Pa., theatre operator, obtained from the Department of Buildings a permit to construct Town House Motel, of 75 units, at Northern Boulevard and Shaker Road, at the cost of \$350,000. Hellman said this is the first phase of the motel for which he announced plans last summer. An additional 35 units, plus a swimming pool and 25 cabanas, are to be built later. Plans drawn by Leon Einhorn, local architect, who has designed the layouts for Hellman and many other drive-ins, call for 67 sleeping rooms with tile baths, eight salesmen's meeting and display rooms, a coffee shop, and a two-level lobby with patio.

Buffalo

Louis DeRochemont Associates has named Dave Emanuel, Phoenix Films, as its representative here and in Albany for "Martin Luther," being released at popular prices.

Gust Nestle, SW Wintergarden, Jamestown, N. Y., won a \$50 savings bond as an August winner in the "Fabian's Fabulous Forty" drive.

EYEING THE

Exchanges

NEW YORK — At Paramount, Fred Braun, film room, entered Memorial Hospital for surgery. . . . Print clerk George Casiano exchanges vows with Olga Martell on Oct. 16 at Our Lady Esperanza Church. The destination for the honeymoon is undecided, but Florida seems likely.

MGM—Bookkeeping machine operator Mary Mayham was recovering from a virus attack. . . . Herman Garris, print booker, is attending Taft adult education center for some hobby courses.

REPUBLIC — A new addition to the staff is Marguerite Noble. She was formerly with the home office foreign print department.

COLUMBIA — Officeites enjoyed the World Series via a television set owned by the office club.

UNITED ARTISTS — Booker's secretary Vana Smith and husband Vance celebrate their first wedding anniversary on Oct. 17. . . . Angel Reilly, bookers secretary, and husband Edward marked their first year of wedded life. . . . The box-office department's Ray Liggins resigned. . . . Contract clerk Rachel Yahia was on a Staten Island hayride with her CCNY beau.

BONDED — Inspectress Selma Stammer became a grandmother when her daughter, Audrey Blumenthal, Detroit, had a daughter, Michelle Lynn.

U-I—New bookers secretary Virginia Calathas was formerly with the Republic's branch operations department at the home office. . . . Jean Campo, secretary to the bookers, resigned. . . . Booker Marvin Friedlander was up to Isham for a weekend. . . . Dick Feinstein, print booker, took his fiancee to a Long Island nightery.

ALLIED ARTISTS — Bookers secretary Doris Baruch had her family visiting from Pennsylvania. . . . Elayne Feinstein, wife of booker Hank Feinstein, celebrated her birthday. . . . Also due to receive natal day congrats is Phil Turrisi, husband of secretary Sina Turrisi, on Oct. 17. . . . Bookers secretary Barbara Rich was at Newport, R. I., for a weekend.

20TH-FOX — Bookers secretary Mae Stabile was on vacation preparing for her wedding. . . . The office has a new photostat telegraph machine from Western Union.

RAMBLIN' 'ROUND — Charles Rosenfeld, grandson of Jack Rosenfeld, joined his grandfather's organization.

—J. A. D.

Glens Falls

Manager Bill Straub arranged for installation of a television set in the Paramount lobby during the World Series.

Allied Artists

(Monogram)

(1952-53 releases from 5301;
1953-54 releases from 5401)

(All features are being photographed for projection
in aspect ratios from 1.33 to 1.85-1)

- ARROW IN THE DUST**—ACMD—Sterling Hayden, Coleen Gray, Keith Larsen—Fast moving melodrama is packed with selling angles—80m.—see Apr. 7 issue—(Technicolor)—(5404).
- BOWERY BOYS MEET THE MONSTERS, THE**—C—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65½m.—see June 2 issue—(5419).
- DESPERADO, THE**—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- FORTY-NINERS, THE**—W—Wild Bill Elliott, Virginia Grey, Henry Morgan—Standard Elliott—70½m.—see Apr. 21 issue—(5424).
- HUMAN JUNGLE, THE**—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B.
- JUNGLE GENTS**—C—Leo Gorcey, Huntz Hall, Lorette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- RETURN FROM THE SEA**—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- SECURITY RISK**—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- TWO GUNS AND A BADGE**—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Richard Conte, Jean Wallace.
- BLACK PRINCE, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).
- BOB MATHIAS STORY, THE**—Bob Mathias, Melba Mathias, Ward Bond.
- BOWERY TO BAGDAD**—Leo Gorcey, Huntz Hall, Joan Shawlee.
- CRY VENGEANCE**—Richard Conte.
- DANGER POINT**—Mark Stevens, Joan Vohs, Martha Hyer.
- JOHN BROWN'S BODY**—Raymond Massey, Debra Paget, Jeffrey Hunter.
- KILLER LEOPARD**—Johnny Sheffield, Beverly Garland—(5412).
- PORT OF HELL**—Dane Clark, Carole Mathews, Wayne Morris.
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor).
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley.
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England).

Astor

- ROBOT MONSTER**—SFD—George Nader, Claudia Barrett, Selena Royle—Exploitation entry will serve on the lower half—62m.—see Nov. 18 issue—(3-D and 2-D).
- THREE STOPS TO MURDER**—MYMD—Tom Conway, Mila Parely, Naomi Chance—Import will fit into the lower half—76m.—see Apr. 7 issue—(English-made).

TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barrand, Carmilla Horn—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)
(All features are being photographed for projection
in aspect ratios from 1.33 to 1.85-1)

- BLACK DAKOTAS, THE**—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).
- BLACK EAGLE, THE STORY OF A HORSE**—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).
- BULLET IS WAITING, A**—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—83m.—see Sept. 8 issue—(Technicolor)—(712).
- CAINE MUTINY, THE**—D—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see Sept. 8 issue—(Technicolor)—(701).
- CANGACEIRO (The Bandit)**—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22 issue—Leg.: B—(Brazilian-made)—(English titles).

MOTION PICTURE

EXHIBITOR

SERVICE SECTION

The Check-Up of all features and shorts for an eight-month period

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Vol. 52, No. 24
SECTION 2

OCTOBER 13, 1954

- CORONER CREEK**—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).
- FIRE OVER AFRICA**—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).
- GUNFIGHTERS**—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).
- HELL BELOW ZERO**—MD—Alan Ladd, Joan Tetzl, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).
- HUMAN DESIRE**—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B—(710).
- INDISCRETION OF AN AMERICAN WIFE**—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).
- IRON GLOVE, THE**—MD—Robert Stack, Ursula Thiess, Richard Stapley—Routine action programmer for the lower half—77m.—see Apr. 7 issue—(Technicolor)—(634).

- JUNGLE MAN-EATERS**—AD—Johnny Weissmuller, Karin Booth, Richard Stapley—Routine series entry—68m.—see Sept. 8 issue—(707).
- LAW VS. BILLY THE KID, THE**—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).
- MAD MAGICIAN, THE**—MD—Vincent Price, Mary Murphy, Eva Gabor—Okeh programmer—72m.—see Mar. 24 issue—(3-D—640)—(2-D—657).
- MASSACRE CANYON**—MD—Phil Carey, Audrey Totter, Douglas Kennedy—Okeh programmer—66m.—see Apr. 21 issue—(635).
- MIAMI STORY, THE**—MD—Barry Sullivan, Luther Adler, Adele Jergens—Suspenseful program meller—75m.—see Apr. 7 issue—(641).
- MISS GRANT TAKES RICHMOND**—F—Lucille Ball, William Holden, Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue—(722).
- ON THE WATERFRONT**—MD—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. 8 issue—(702).
- OUTLAW STALLION, THE**—OD—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).
- PUSHOVER**—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).
- SARACEN BLADE, THE**—Ricardo Montalban, Betta St. John, Rick Jason—Average programmer for the duallers—76m.—see June 2 issue—Leg.: B—(Technicolor)—(633).
- THREE HOURS TO KILL**—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).

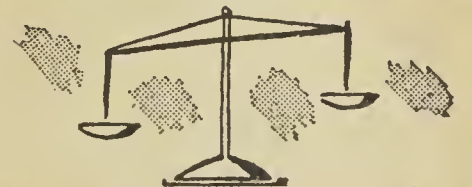
KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

- | | |
|-------------------------------------|----------------------------------|
| AD—Adventure drama | MUCD—Musical comedy drama |
| ACD—Action drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| BID—Biographical drama | MY—Mystery |
| BIDMU—Biographical drama with music | MYC—Mystery comedy |
| BUR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | RD—Religious drama |
| DFAN—Drama fantasy | ROMC—Romantic comedy |
| DMU—Dramatic musical | ROMCMU—Romantic comedy musical |
| DOC—Documentary | ROMD—Romantic drama |
| DOCD—Documentary drama | ROMDMU—Romantic drama with music |
| DOCMD—Documentary melodrama | SAT—Satire |
| ED—Educational feature | SFD—Science fiction drama |
| F—Farce | SCD—Sex comedy drama |
| FAN—Fantasy | TRAV—Travelogue |
| FANMU—Fantasy musical | W—Western |
| FMD—Farce musical | WC—Western comedy |
| HISD—Historical drama | WCMU—Western comedy musical |
| MDMU—Melodrama musical | WD—Western drama |
| MD—Melodrama | WMD—Western melodrama |
| MUC—Musical comedy | WMDMU—Western melodrama musical |
| | WMU—Western musical |

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the FACTUALLY HONEST Data as originally published in our "Pink Section" REVIEWS. It is ALL of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

CELL 2455—William Campbell, Kathryn Grant, Steve Edwards.

DETECTIVE, THE—Alec Guinness, Joan Greenwood, Peter Finch—(English-made).

END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).

GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

I WAS A PRISONER IN KOREA—Robert Francis, Dianne Foster, E. G. Marshall.

JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.

LONG, GRAY LINE, THE—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).

MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp—(Technicolor)—(CinemaScope).

MASTERS OF KANSAS—George Montgomery, Nancy Gates—(Technicolor).

MONSTER BENEATH THE SEA, THE—Kenneth Tobey, Faith Domergue, Ian Keith.

MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray—(Technicolor)—(CinemaScope).

PHFFT—Judy Holiday, Jack Lemmon, Jack Carson—(715).

PIRATES OF TRIPOLI—Paul Henreid, Patricia Medina—(Technicolor)—(706).

PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

RIOT ON PIER SIX—Arthur Franz, Beverly Garland.

SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).

STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).

TEN WANTED MEN—Randolph Scott, Jocelyn Brando—(Technicolor).

THEY RODE WEST—Robert Francis, Donna Reed—(Technicolor)—(717).

THREE FOR THE SHOW—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).

TIGHT SPOT—Edward G. Robinson, Ginger Rogers, Brian Keith.

VIOLENT MEN, THE—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—(Technicolor)—(CinemaScope).

WOMEN'S PRISON—Ida Lupino, Jan Sterling, Howard Duff.

WYOMING RENEGADES—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

IFE

(All films are Italian-made)

APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Boscic—Average Import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).

GIRLS MARKED DANGER—MD—Silvana Pampanini, Eleonora Rossi Drago, Marc Lawrence—Exploitation import has the angles—70m.—see June 2 issue—Leg.: C—(Dubbed in English).

HELL RAIDERS OF THE DEEP—D—Eleonora Rossi Drago, Pierre Cressoy, Girolamo Mancuso—Exploitable import—93m.—see May 19 issue—Leg.: B—(Dubbed in English).

MELODY OF LOVE—MUCD—Giacomo Rondinella, Maria Fiore, Nadia Gray—Pleasant fare for the Italian spots—96m.—see May 5 issue—(English titles).

MY HEART SINGS—CMU—Ferruccia Tagliavani, Franca Marzi, Riccardo Billi—Minor comedy for the Italian and art spots—99m.—see Apr. 7 issue—(English titles).

SECRET ASSIGNMENT—MD—Vivi Giol, Massimo Serato, Carlo Ninchi—Fair spy thriller for the art and Italian spots—116m.—see Apr. 7 issue—(English titles).

SENSUALITA—D—Eleonora Rossi Drago, Amedeo Nazzari, Marcello Mastroianni—Fair import has plenty of exploitation angles—72m.—see May 19 issue—Leg.: C—(Dubbed in English).

TARANTELLA NAPOLETANA—MUC—Clara Bindi, Clara Crispo, Vittorio Crispo—Weak musical for the Italian spots—86m.—see May 19 issue—(Gaevacolor)—(English titles).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).

AIDA—Sophia Loren, Lois Maxwell, singers and ballet of Rome Opera House—(Ferranacolor).

CITY STANDS TRIAL—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—10m.—Leg.: B.

HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—105m.).

LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.

THEODORA, SLAVE EMPRESS—Ginna Maria Canale, Georges Marchal, Renato Baldini—(Pathe Color)—(Dubbed in English).

TOO YOUNG FOR LOVE—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).

VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).

BLACKOUT—MYMD—Dane Clark, Belinda Lee, Betty Ann Davies—Import is okeh for the lower half—87m.—see Mar. 24 issue—(English-made)—(5309).

FANGS OF THE WILD—MD—Charles Chaplin, Jr., Onslow Stevens, Margia Dean—Routine programmer for the lower half—71m.—see May 19 issue—(5311)—(1.85-1).

HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).

MONSTER FROM THE OCEAN FLOOR—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).

PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).

RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).

TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).

THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue—(5404).

WE WANT A CHILD—D—Ib Schonberg, Ruth Breinholt, Jorgen Efenberg—Sex drama should have interest for restricted or segregated audiences—76m.—see May 5 issue—Leg.: C—(Swedish-made)—(Dubbed in English)—(5324).

TO BE REVIEWED OR IN PRODUCTION

BLACK PIRATES—Anthony Dexter, Lon Chaney, Robert Clarke—(Anscocolor)—(Made in El Salvador)—(5407).

DEADLY GAME—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—(5402).

GLASS TOMB—John Ireland—(English-made)—(5409).

RACE FOR LIFE, A—Richard Conte, Mari Aldon—(English-made)—(5403).

SIEGE, THE—(Italian-made)—(5323).

SILENT RAIDERS—Richard Bartlett, Earle Lyon, Jeanette Bordeaux—(5404)—65m.

THEY WERE SO YOUNG—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).

UNHOLY FOUR, THE—Paulette Goddard—(5401)—80m.

Metro

(1952-53 releases from 301
1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).

BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue—(Anscocolor)—(CinemaScope)—(502).

DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue—(506).

FLAME AND THE FLESH—D—Lana Turner, Pler Angell, Carlos Thompson—Name draw will have to make the difference—104m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in Italy)—(421)—(1.75-1).

GONE WITH THE WIND—D—Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard—Reissue should have wide appeal—222m.—see June 2 issue—(Technicolor)—(430)—(1.75-1)—(SS).

HER TWELVE MEN—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(Anscocolor)—(Print by Technicolor)—(429)—(1.75-1).

JULIUS CAESAR—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).

MEN OF THE FIGHTING LADY—DOC—Van Johnson, Walter Pidgeon, Louis Calhern—Well-made, all-male war film shapes up as an exploitable opportunity—80m.—see May 19 issue—(Anscocolor)—(Print by Technicolor)—(425)—(1.75-1).

PRISONER OF WAR—D—Donald Reagan, Steve Forrest, Dewey Martin—Grim war tale can stand plenty of selling—81m.—see Apr. 7 issue—(427)—(1.75-1).

ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—(1.75-1).

SEVEN BRIDES FOR SEVEN BROTHERS—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 issue—(Anscocolor)—(CinemaScope)—(426).

STUDENT PRINCE, THE—MU—Ann Blyth, Edmund Purdom, John Ericson—Names will help entertaining musical—107m.—see June 2 issue—(Anscocolor)—(CinemaScope)—(424).

VALLEY OF THE KINGS—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—(505).

TO BE REVIEWED OR IN PRODUCTION

ATHENA—Jane Powell, Debbie Reynolds, Vic Damone—(Eastman Color)—(Print by Technicolor)—119m.—(507)—(1.75-1).

BAD DAY AT BLACK ROCK—Spencer Tracy, Robert Ryan, Walter Brennan, Anne Francis—(Color).

BEAU BRUMMELL—Stewart Granger, Elizabeth Taylor—(Technicolor)—(Made in England)—113m.—(502)—(1.75-1).

BOULEVARD IN PARIS—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France).

CREST OF THE WAVE—Gene Kelly, Jeff Richards—(Made in England)—90m.—(511)—(1.75-1).

DEEP IN MY HEART—Jose Ferrer, Merle Oberon, Doe Avedon—(Print by Technicolor)—(512)—(1.75-1).

GLASS SLIPPER, THE—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color)—(Print by Technicolor).

GREEN FIRE—Stewart Granger, Grace Kelly, Paul Douglas—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(Made in Columbia).

HIT THE DECK—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).

INTERRUPTED MELODY—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).

INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Dolores Gray.

JUPITER'S DARLING—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).

LAST TIME I SAW PARIS, THE—Elizabeth Taylor, Van Johnson, Donna Reed—(Technicolor)—128m.—(510)—(1.75-1).

LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor).

MANY RIVERS TO CROSS—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope).

MOONFLEET—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).

PRODIGAL, THE—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(Print by Technicolor)—(CinemaScope).

Paramount

(1952-53 releases from 5200
1953-54 releases from 5300)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1; SS indicates availability of stereophonic sound)

ABOUT MRS. LESLIE—D—Shirley Booth, Robert Ryan, Marjorie Millar—Star draw should make the difference—104m.—see May 5 issue—Leg.: B—(5321).

ELEPHANT WALK—D—Elizabeth Taylor, Dana Andrews, Peter Finch—Distinguished film deserves plenty of attention—103m.—see Apr. 7 issue—(Technicolor)—(Partly made in Ceylon)—(5317).

GREATEST SHOW ON EARTH, THE—D—Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—Reissue of circus drama has the angles—151m.—see June 2 issue—(Technicolor)—(5325).

KNOCK ON WOOD—F—Danny Kaye, Mai Zetterling, Torin Thatcher—High rating Kaye starrer—103m.—see Apr. 7 issue—(Technicolor)—(SS)—(5319).

LIVING IT UP—MUC—Dean Martin, Jerry Lewis, Janet Leigh—High rating comedy—95m.—see May 5 issue—(Technicolor)—(5320).

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor)—(5401).

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).

SECRET OF THE INCAS—MD—Charlton Heston, Robert Young, Nicole Maurey—Interesting adventure programmer—101m.—see June 2 issue—Leg.: B—(Technicolor)—(5318).

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision).

TO BE REVIEWED OR IN PRODUCTION

AIR COMMAND—James Stewart, June Allyson—(Technicolor)—(VistaVision).

BRIDGES AT TOKO—RI—William Holden, Frederic March, Grace Kelly, Mickey Rooney—(Technicolor).

CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor).

COUNTRY GIRL, THE—Bing Crosby, William Holden, Grace Kelly.

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(Technicolor)—(VistaVision).

EDDIE FOY STORY, THE—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision).

LOVE IS A WEAPON—John Payne, Mary Murphy—(Technicolor)—(VistaVision).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision).

MAMBO—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

JOHNNY GUITAR—ODMU—Joan Crawford, Sterling Hayden, Mercedes McCambridge—Crawford draw will be the most important factor in the selling—110m.—see May 5 issue—(Tricolor)—(5307).

LAUGHING ANNE—MD—Wendell Corey, Margaret Lockwood, Forrest Tucker—Interesting melodrama has the angles—90m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in England)—(5305).

MAKE HASTE TO LIVE—D—Dorothy McGuire, Stephen McNally, Mary Murphy—Suspenseful drama has names to help—90m.—see Apr. 7 issue—(5306).

OUTCAST, THE—OD—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Tricolor)—(5308).

PHANTOM STALLION—W—Rex Allen, Slim Pickens, Carla Balenda—Routine series entry—54m.—see Apr. 21 issue—(5311).

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, The Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue—(5311).

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—91m.—see Oct. 20 issue—Leg.: B—(Italian-made)—(Dubbed in English).

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue—(5309).

UNTAMED HEIRESS—C—Judy Canova, Donald "Red" Barry, George Cleveland—For the lower half—70m.—see May 5 issue—(5325).

TO BE REVIEWED OR IN PRODUCTION

ATOMIC KID, THE—Mickey Rooney, Elaine Davis, Robert Strauss.

CAROLINA CANNONBALL—Judy Canova, Ross Elliott, Andy Clyde.

HELL'S OUTPOST—Rod Cameron, Joan Leslie, John Russell.

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Tricolor)—(Made in Germany).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Tricolor).

TIMBERJACK—Vera Ralston, Sterling Hayden, Hoagy Carmichael—(Tricolor).

TROUBLE IN THE GLEN—Margaret Lockwood, Orson Welles, Forrest Tucker—(Tricolor)—(Made in England).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).

CRY OF THE CITY—MYMD—Victor Mature, Richard Conte, Shelley Winters—Reissue has names to help—95m.—see Mar. 24 issue—(441).

DEMETRIUS AND THE GLADIATORS—MD—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).

EGYPTIAN, THE—D—Well-made spectacle is headed for the better grosses—Jean Simmons, Victor Mature, Gene Tierney—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope)—(420).

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor)—(417).

GARDEN OF EVIL—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).

GORILLA AT LARGE—MYMD—Cameron Mitchell, Anne Bancroft, Lee J. Cobb—Exploitable programmer—84m.—see May 5 issue—Leg.: B—(Technicolor)—(3-D and 2-D)—(406).

NIGHT PEOPLE—MD—Gregory Peck, Broderick Crawford, Rita Gam—Suspensive meller has the names to help—93m.—see Mar. 24 issue—(Technicolor)—(Made in Germany)—(CinemaScope)—(407).

ORCHESTRA WIVES—MUCD—Glenn Miller and Orchestra, George Montgomery, Ann Rutherford—Reissue has the names to help—98m.—see May 5 issue—(445).

PRINCE VALIANT—COSMD—James Mason, Janet Leigh, Robert Wagner—Entertaining CinemaScope entry should land in the better money—100m.—see Apr. 7 issue—(Technicolor)—(CinemaScope)—(411).

PRINCESS OF THE NILE—COSMD—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the duallers—71m.—see June 16 issue—(Technicolor)—(414).

RACING BLOOD—ACD—Bill Williams, Jean Porter, Jimmy Boyd—Pleasant racing show for the lower half—76m.—see Mar. 24 issue—(SupercineColor)—(410).

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).

RIDERS OF THE PURPLE SAGE—W—George Montgomery, Lynne Roberts, Mary Howard—Outdoor reissue may be helped by names—56m.—see Mar. 24 issue—(443).

RIVER OF NO RETURN—OACD—Robert Mitchum, Marilyn Monroe, Rory Calhoun—Name draw will make the difference—91m.—see May 5 issue—Leg. B—(Technicolor)—(CinemaScope)—(405).

ROCKET MAN, THE—CD—Charles Coburn, Spring Byington, George Winslow—Okeh programmer for the duallers—79m.—see May 5 issue—(412).

ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).

SCUDDA-HOO! SCUDDA-HAY!—D—June Haver, Lon McCallister, Walter Brennan—Reissue has names to help—95m.—see Mar. 24 issue—(440).

SIEGE AT RED RIVER, THE—OD—Van Johnson, Joanne Dru, Richard Boone—Cavalry vs. Indians show should have usual appeal in action spots—86m.—see Apr. 7 issue—(Technicolor)—(404).

STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Reissue has the names to help—91m.—see Mar. 24 issue—(442).

SUN VALLEY SERENADE—MUC—Sonja Henie, John Payne, Glenn Miller—Reissue has the names and angles—86m.—see May 5 issue—(446).

THREE COINS IN THE FOUNTAIN—ROMD—Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara—Good romantic drama—101m.—see May 19 issue—(Made in Italy)—(Technicolor)—(CinemaScope)—(413).

WOMAN'S WORLD—CD—Clifford Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF HAJJI BABA—John Derek, Elaine Stewart, Amanda Blake—(Color)—(CinemaScope)—(424).

BLACK WIDOW—Ginger Rogers, Van Heflin, Gene Tierney—(Color)—(CinemaScope)—(423).

CARMEN JONES—Dorothy Dandridge, Pearl Bailey, Harry Belafonte—(Color)—(CinemaScope)—(422).

DESIRE—Marlon Brando, Jean Simmons, Merle Oberon—(Color)—(CinemaScope)—(425).

LIFE IN THE BALANCE, A—Ricardo Montalban, Anne Bancroft—(Made in Mexico).

MAN CALLED PETER, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope).

PRINCE OF PLAYERS—Richard Burton, Maggie McNamara—(Color)—(CinemaScope).

RACERS, THE—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe).

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).

TALL MEN, THE—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).

THAT LADY—Olivia DeHavilland, Gilbert Roland, Francoise Rosay—(Color)—(CinemaScope)—(Made in England).

THERE'S NO BUSINESS LIKE SHOW BUSINESS—Ethel Merman, Dan Dailey, Marilyn Monroe, Donald O'Connor, Mitzi Gaynor, Johnnie Ray—(Color)—(CinemaScope)—(426).

UNTAMED—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope).

WHITE FEATHER—Robert Wagner, Virginia Leith, Dale Robertson—(Color)—(CinemaScope)—(Made in Mexico).

United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

ADVENTURES OF ROBINSON CRUSOE—AD—Dan O'Herlihy, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made in Mexico)—(Dancigers-Ehrlich)—(2-1).

APACHE—MD—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—(Technicolor)—(Made in Italy)—(Figaro).

BEAUTIES OF THE NIGHT, THE—CDFAN—Gerard Philippe, Martine Carol, Gina Lollobrigida—Amusing import for the art houses—84m.—see Apr. 7 issue—Leg.: B—(French-made)—(English titles)—(Lopert).

CAPTAIN KIDD AND THE SLAVE GIRL—MD—Anthony Dexter, Eva Gabor, Alan Hale, Jr.—For the lower half—83m.—see June 2 issue—Leg.: B—(Color)—(Wisberg-Pollexfen).

CHALLENGE THE WILD—DOC—George and Sheila Graham—For the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).

RUN FOR COVER—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision).

3 RING CIRCUS—Dean Martin, Jerry Lewis, Zsa Zsa Gabor—(Technicolor)—(VistaVision).

TO CATCH A THIEF—Gary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France).

TWO CAPTAINS WEST—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe).

WE'RE NO ANGELS—Humphry Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision).

RKO

(1952-53 releases from 301
1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).

BADMAN'S TERRITORY—W—Randolph Scott, Ann Richards, George "Gabby" Hayes—Scott name should help reissue—98m.—see May 5 issue—(476).

CARNIVAL STORY—MD—Anne Baxter, Steve Cochran, Lyle Bettger—Colorful meller is packed with selling angles—94m.—see Mar. 24 issue—Leg.: B—(Agfa Color)—(Print by Technicolor)—(Made in Germany)—(412)—(1.75-1).

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Françoise Tine, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).

GUNGA DIN—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).

HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmarie—Star value will make the difference in general release—111m.—see Sept. 8 issue—(Technicolor)—(551).

LOST PATROL, THE—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).

MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—Names should help reissue—93m.—see Apr. 7 issue—(473).

SAINT'S GIRL FRIDAY, THE—MD—Louis Hayward, Naomi Chance, Sidney Tafler—Import will fit into the lower half—68m.—see Mar. 24 issue—Leg.: B—(English-made)—(411).

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue—(Technicolor)—(572).

SILVER LODGE—OMD—John Payne, Elizabeth Scott, Dan Duryea—Standard outdoor show—80m.—see May 19 issue—(Print by Technicolor)—(413).

SINS OF ROME—MD—Ludmilla Tcherna, Massimo Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(414).

SPANISH MAIN, THE—MD—Maureen O'Hara, Paul Henreid, Walter Slezak—Reissue has the names to help—100m.—see May 5 issue—(Technicolor)—(475).

STATION WEST—W—Dick Powell, Jane Greer, Agnes Moorehead—Names should help reissue—92m.—see June 2 issue—(478).

SUSAN SLEPT HERE—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 issue—Leg.: B—(Technicolor)—(501).

THEY WON'T BELIEVE ME—D—Robert Young, Susan Hayward, Jane Greer—Reissue has the names to help—80m.—see Apr. 7 issue—(474).

THING FROM ANOTHER WORLD, THE—SFD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Science fiction reissue offers exploitation possibilities—80m.—see June 2 issue—(477).

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—(Pathe Color)—(504).

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

AMERICANO, THE—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(Print by Technicolor).

BIG RAINBOW, THE—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(SuperScope).

BOW TAMELY TO ME—Barbara Stanwyck—(Technicolor)—(Superscope).

CATTLE QUEEN OF MONTANA—Barbara Stanwyck, Ronald Reagan—(Technicolor)—(SuperScope).

CONQUEROR, THE—John Wayne, Susan Hayward—(Color)—(CinemaScope).

GIRL RUSH—Rosalind Russell—(Technicolor)—(VistaVision).

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(SuperScope).

PASSION—Cornel Wilde, Yvonne DeCarlo—(Print by Technicolor)—(SuperScope)—(503)—84m.

QUEST FOR THE LOST CITY—Dana and Ginger Lamb—(Eastman Color)—(Made in Guatemala).

SEVEN BAD MEN—Randolph Scott—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(SuperScope)—(1.75-1)—90m.

CHAMPION—MD—Kirk Douglas, Marilyn Maxwell, Arthur Kennedy—Name strength should help reissue—99m.—(see Apr. 21 issue)—(Kramer).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—B3m.—see Aug. 11 issue—(Pathecolor)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—B3m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Mortha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOG—SFM—Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—B5m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tors)—(1.85-1).

ROBSON'S CHOICE—C—Charles Laughton, John Mills, Brenda de Banzie—Laughton's name should aid in the selling—107m.—see June 2 issue—(English-made)—(London)—(1.85-1).

HOME OF THE BRAVE—D—Douglas Dick, Steve Brodie, Jeff Corey—Reissue may have some appeal on war angles—B5m.—see Apr. 21 issue—(Kramer).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—(Print by Technicolor)—(Panorama).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

KIDNAPPERS, THE (Little Kidnappers, The)—D—Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank).

LITTLE KIDNAPPERS, THE—see Kidnappers, The.

LONE GUN, THE—W—George Montgomery, Dorothy Malone, Frank Foylen—Fair western—73m.—see Apr. 7 issue—(Color by Color Corporation)—(Superior)—(1.66-1).

LONG WAIT, THE—MYMD—Anthony Quinn, Charles Coburn, Peggie Castle—Interesting meller—93m.—see May 5 issue—Leg.: B—(Saville)—(1.75-1).

MALTA STORY—HISMD—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

MAN WITH A MILLION—C—Gregory Peck, Jane Griffiths, Ronald Squire—Names should help amusing comedy—90m.—see June 2 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).

QUEEN'S ROYAL TOUR, A—DOC—Record of royal tour is best for the art houses—84m.—see Mar. 24 issue—(Eastman Color)—(English-made)—(Rank)—(1.66-1).

RETURN TO TREASURE ISLAND—AD—Tab Hunter, Dawn Addams, Porter Hall—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).

SCARLET SPEAR, THE—MD—John Bentley, Martha Hyer, Morasi—Programmer will fit into the lower half—78m.—see Mar. 24 issue—(Technicolor)—(Made in Africa)—(Present-Day)—(1.66-1).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

SOUTHWEST PASSAGE—OD—John Ireland, Joanne Dru, Rod Cameron—Okeh outdoor show—75m.—see Apr. 21 issue—(Pathe Color)—(3-D and 2-D)—(Small)—(1.66-1).

SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bosser)—(1.75-1).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

WITNESS TO MURDER—MD—Barbara Stanwyck, George Sanders, Gary Merrill—Okeh suspense meller has stars to help—81m.—see Apr. 21 issue—(Erskine)—(1.85-1).

YELLOW TOMAHAWK—MD—Rory Calhoun, Peggie Castle, Noah Beery—Okeh for the duallers—82m.—see May 19 issue—(Color)—(Schenck-Koch)—(1.75-1).

TO BE REVIEWED OR IN PRODUCTION

BATTLE TAXI—Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur).

BEACHCOMBER, THE—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made).

BIG HOUSE, U. S. A.—Broderick Crawford, Ralph Meeker—(Bel-Air).

BLACK TUESDAY—Edward G. Robinson, Jean Parker—(Goldstein).

FIREBIRD, THE—Ellen Rasch, international ballet and opera cast—(Lesser)—(Gevacolor).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

GOOD DIE YOUNG, THE—Richard Basehart, Gloria Grahame, John Ireland—(Romulus).

GOLDEN MISTRESS, THE—John Agar, Rosemarie Bowe, Abner Biberman—(Technicolor)—(Kay-Rybnick)—(Made in Haiti).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

LAWLESS RIDER, THE—Johnny Carpenter, Frankie Darro, Douglas Dumbrille—(Carpenter).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Color)—(Wilcox).

MARTY—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

OPERATION MANHUNT—Harry Townes, Irja Jensen—(Made in Canada)—(Feldkamp).

OTHELLO—Orson Welles, Michael MacLiammoir, Suzanne Cloutier—(Made in Europe)—(Mercury).

PURPLE PLAIN, THE—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).

RING AROUND SATURN—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).

ROBBERS ROOST—George Montgomery, Richard Boone—(Eastman Color)—(Goldstein-Jacks).

ROMEO AND JULIET—Laurence Harvey, Susan Shentall, Flora Robson—(Technicolor)—(English-made)—(Made in Italy)—(Rank).

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

STEEL CAGE, THE—Paul Kelly, Maureen O'Sullivan, Walter Slezak—(Swartz-Donger).

STORY OF WILLIAM TELL, THE—Errol Flynn, Bruce Cabot, Antonella Laudí—(Pathecolor)—(Made in Europe)—(CinemaScope)—(Mahon).

STRANGER ON HORSEBACK—Joel McCrea, Miroslava—(Color)—(Goldstein).

SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Loper).

TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).

TWIST OF FATE—Ginger Rogers, Jacques Bergerac—(Made in France and England)—(Setton)—(1.85-1).

VERA CRUZ—Gary Cooper, Burt Lancaster, Denise Darce—(Hecht-Lancaster)—(Made in Mexico)—(Technicolor).

WHITE ORCHID, THE—William Lundigan, Peggie Castle—(Color)—(Le Borg).

YOU KNOW WHAT SAILORS ARE—Akim Tamiroff, Donald Sinden, Sarah Lawson—(Technicolor)—(English-made)—(Rank).

Universal-International

(1952-53 releases from 301;
1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ALWAYS A BRIDE—C—Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—B3m.—see June 16 issue—(English-made)—(Rank)—(485).

BLACK HORSE CANYON—OD—Joel McCrea, Marl Blanchard, Race Gentry—Good outdoor film—81½m.—see June 2 issue—(Technicolor)—(423)—(2-1).

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular—432).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—B0½m.—see July 28 issue—(Technicolor)—(430)—(2-1).

DRUMS ACROSS THE RIVER—OD—Audie Murphy, Lisa Gaye, Lyle Bettger—Standard outdoor show—78m.—see May 19 issue—(Technicolor)—(422)—(2-1).

EGG AND I, THE—C—Claudette Colbert, Fred MacMurray, Marjorie Main—Reissue has the names and angles—108m.—see June 2 issue—(426)—(1.85-1).

FIREMAN, SAVE MY CHILD—F—Spike Jones and the City Slickers, Buddy Hackett, Hugh O'Brien, Adele Jergens—Zany novelty has laughs and cornball humor—80m.—see May 5 issue—(421)—(1.85-1).

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—B2½m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

FRANCIS JOINS THE WACS—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94½m.—see July 14 issue—(427)—(1.85-1).

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank)—(486).

JOHNNY DARK—ACD—Tony Curtis, Piper Laurie, Don Taylor—Names should help standard auto racing film—B5m.—see June 2 issue—(Technicolor)—(424)—(2-1).

MAGNIFICENT OBSESSION—ROMD—Jane Wyman, Rock Hudson, Barbara Rush—High rating—108m.—see May 19 issue—(Technicolor)—(428)—(2-1).

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75-1).

PLAYGIRL—D—Shelly Winters, Barry Sullivan, Colleen Miller—Names should help entertaining programmer—85m.—see Apr. 21 issue—Leg.: B—(420)—(1.85-1).

RAILS INTO LARAMIE—OD—John Payne, Mari Blanchard, Don Duryea—Fair outdoor drama—B1m.—see Mar. 24 issue—(Technicolor)—(419)—(2-1).

TANGANYIKA—ACD—Van Heflin, Ruth Roman, Howard Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).

YANKEE PASHA—COSMD—Jeff Chandler, Rhonda Fleming, Mamie Van Doren—Actionful costume meller is loaded with selling angles—84m.—see Mar. 24 issue—(Technicolor)—(417)—(2-1).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE KEYSTONE COPS—Bud Abbott, Lou Costello, Lynn Bari.

BENGAL BRIGADE—Rock Hudson, Arlene Dahl—(Technicolor)—(501).

CAPTAIN LIGHTFOOT—Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).

CHIEF CRAZY HORSE—Victor Mature, Suzan Ball, John Lund—(Print by Technicolor)—(CinemaScope).

DESTINY—Audie Murphy, Mari Blanchard, Lori Nelson—(Print by Technicolor).

FAR COUNTRY, THE—James Stewart, Ruth Roman, Corinne Calvet—(Technicolor)—(2-1).

FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

JUSTICE COMES TO TOMAHAWK—Lex Barker, Mara Corday, Stephen McNally—(Color).

LADY GODIVA OF COVENTRY—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

LOOTERS, THE—Rory Calhoun, Julia Adams, Thomas Gomez.

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MAN WITHOUT A STAR—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).

REVENGE OF THE CREATURE—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

RICOCHE ROMANCE—Marjorie Main, Chill Wills—(1.85-1)—(504).

SHRIKE, THE—Jose Ferrer, June Allyson, Kendall Clark.

SIGN OF THE PAGAN—Jeff Chandler, Ludmilla Tchérina, Jack Palance—(Technicolor)—(CinemaScope).

SIX BRIDGES TO CROSS—Tony Curtis, Julia Adams, George Nader.

SMOKE SIGNAL—Dana Andrews, Piper Laurie—(Print by Technicolor).

SO THIS IS PARIS—Tony Curtis, Gene Nelson, Corinne Calvet—(Technicolor).

THIS ISLAND EARTH—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Pathecolor)—(CinemaScope).

WEST OF ZANZIBAR—Anthony Steel, Sheila Sim, Edric Connor—(Technicolor)—(Made in East Africa)—(Rank)—(503).

YELLOW MOUNTAIN, THE—Lex Barker, Mala Powers—(Print by Technicolor)—(2-1).

Warners

(1952-53 releases from 201
1953-54 releases from 301)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85-1).

DIAL M FOR MURDER—MD—Ray Milland, Grace Kelly, Robert Cummings—High rating—105m.—see May 5 issue—(WarnerColor)—(327)—(1.85-1).

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).

FORCE OF ARMS—see Girl for Joe, A.

GIRL FOR JOE, A (Force of Arms)—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Reissue has the names and angles—100m.—(see May 5 issue)—(325).

GUY WITH A GRIN, A (No Time for Comedy)—CD—James Stewart, Rosalind Russell, Genevieve Tobin—Names should help reissue—93m.—see May 5 issue—(326).

HIGH AND THE MIGHTY, THE—D—John Wayne, Claire Trevor, Laraine Day—High rating—147m.—see June 2 issue—(WarnerColor)—(CinemaScope)—(329).

KING RICHARD AND THE CRUSADERS—COSMD—Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).

LUCKY ME—MU—Doris Day, Robert Cummings, Phil Silvers—Pleasing comedy with music is packed with selling angles—100m.—see Apr. 21 issue—(WarnerColor)—(CinemaScope)—(324).

NO TIME FOR COMEDY—see Guy With a Grin, A.

RING OF FEAR—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—182m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

THEM—SFD—James Whitmore, Edmund Gwenn, Joan Weldon—Good science fiction meller—94m.—see Apr. 21 issue—(328)—(1.85-1).

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Nature documentary—(WarnerColor).

BATTLE CRY—Aldo Ray, James Whitmore, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).

DRUM BEAT—Alan Ladd, Audrey Dalton, Marisa Pavan—(WarnerColor)—(CinemaScope).

EAST OF EDEN—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

- HELEN OF TROY**—Rossana Podesta, Jacques Sernas, Torin Thatcher—(WarnerColor)—(CinemaScope)—(Made in Italy).
- JUMP INTO HELL**—Jacques Sernas, Kurt Kasznar, Arnold Moss.
- LAND OF THE PHAROHS**—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).
- MISTER ROBERTS**—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).
- MOBY DICK**—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).
- SEA CHASE, THE**—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).
- SILVER CHALICE, THE**—Virginia Mayo, Paul Newman, Jack Palance, Pier Angeli—(WarnerColor)—(CinemaScope).
- STRANGE LADY IN TOWN**—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).
- TALL MAN RIDING**—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).
- TARGET ZERO**—Richard Conte, Peggie Castle.
- TRACK OF THE CAT**—Robert Mitchum, Diana Lynn, Tab Hunter, Teresa Wright—(WarnerColor)—(CinemaScope).
- YOUNG AT HEART**—Doris Day, Frank Sinatra, Ethel Barrymore—(WarnerColor).

Miscellaneous

(Distributors' addresses will be furnished on request)

- B GIRL RHAPSODY—BUR**—Lily, Frenchy La Von, Leon DeVoe—Strictly for the exploitation spots—76m.—see Mar. 24 issue—(Broadway Roadshows).
- CHAMPAGNE SAFARI—DOC**—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).
- CITY STORY—RD**—Warner Anderson, Ann Doran, June Kenney—Suitable for the religious spots—44m.—see May 5 issue—(Bowers).
- DUEL IN THE SUN—WMD**—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).
- EGYPT BY THREE—D**—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmmakers).
- FORBIDDEN WOMEN—AD**—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).
- GARDEN OF EDEN—NOVD**—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—(Tri-Art color)—(Excelsior).
- HALF WAY TO HELL—COMP.**—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).
- HANSEL AND GRETEL—NOV**—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—70m.—see Oct. 6 issue—(Technicolor)—(Myerberg).
- KARAMOJA—DOC**—Interesting Travel Film—Native Karajans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).
- KILL HIM FOR ME—MD**—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).
- LONELY NIGHT, THE—DOC**—Marian Seldes, Charles W. Moffett—Well made clinical study for the art houses—68m.—see Apr. 7 issue—(Mayer-Kingsley).
- MUSSOLINI AND HIS LAST MISTRESS—DOC**—Dated documentary can be exploited—64m.—see Apr. 7 issue—(Union).
- OUR BIBLE—HOW IT CAME TO US—DOC**—For the religious spots—90m.—see May 19 issue—(American Bible Society).
- OUT OF THIS WORLD—TRAV**—Interesting color tour of Tibet—75m.—see May 5 issue—(Made in Tibet)—(Color)—(Kupferman).
- PRIVATE HELL 36—MD**—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue—(Filmmakers).
- SALT OF THE EARTH—D**—Rosaura Revueletas, Will Geer, Juan Chacon—Uneven effort may appeal to some art houses—94m.—see Mar. 24 issue—(Independent Productions).
- SAVAGE WORLD—TRAV**—Good survey of African life and nature—64m.—see June 2 issue—(Made in Africa)—(Baker-Brill).
- STORMY, THE THOROUGHbred—DOCD**—M. R. Valdez, Robert Skene, George Swinebroad—Featurette is good as an added attraction—45m.—see Mar. 24 issue—(Technicolor)—(Buena Vista-Disney).
- UNCONQUERED, THE—DOC**—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).
- UNCOVER GIRLS—BUR**—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).
- VANISHING PRAIRIE, THE—DOC**—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).
- VARIETEASE—BUR**—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).
- WORLD WITHOUT END—DOC**—Interesting documentary has limited scope—56½m.—see May 19 issue—(Made in Mexico and Siam)—(United Nations).

Foreign-Made

(Distributors' addresses will be furnished on request)

- ADVENTURE IN ODESSA—D**—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Soviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).
- ANA-TA-HAN (DEVIL'S PITCHFORK, THE)—AD**—Akemi Negishi, Saganuma, Sawamura—Import has plenty of exploitation angles—90m.—see May 19 issue—(Japanese-made)—(English narration)—(Arias).
- ANGELIKA—D**—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).
- ASCENT TO HEAVEN—CD**—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).
- ATTACK FROM THE SEA—HISD**—I. Pereverzev, G. Yudin, V. Druzhnikov—War film is suitable for the Russian spots—88m.—see May 19 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).
- BALLET CONCERT—COMP.**—Uneven compilation of dance shorts is Okeh for art spots—Galina Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue—(Russian-made)—(Artkino).
- BAREFOOT BATTALION—D**—Maria Costi, Nicos Femas, Vassilios Frangadakis—Realistic offering may appeal to art or Greek spots—89m.—see June 16 issue—(Greek-made)—(English titles)—(Brandt).
- BRIDE WITH A DOWRY—CD**—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).
- CAROLINE CHERIE—CD**—Martine Carol, Jacques Dacquaine, Marie Dea—Daring French import has the angles—115m.—see June 16 issue—(Technicolor)—(French-made)—(English titles)—(Davis).
- CASPIAN STORY—DOC**—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian-made)—(Color)—(Artkino).
- CITY OF VIOLENCE—MD**—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).
- CONQUEST OF CONSTANTINOPE, THE—HISD**—Nobar Terziyan, Edvare Yeretzyan—Dreary historical spectacle—95m.—see May 5 issue—(Turkish-made)—(English titles)—(Dogu).
- CRIMSON FLOWER, THE—CAR**—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).
- DAUGHTERS OF DESTINY—COMP**—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).
- DESIRES—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike**—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).
- DEVIL'S PITCHFORK, THE**—See ANA-TA-HAN
- DIARY OF A COUNTRY PRIEST—D**—Claude Laydu, Nicole Mourey, Andre Guibert—Import should appeal to the art houses—95m.—see Apr. 21 issue—(French-made)—(English titles)—(Brandon).
- DIRTY HANDS—D**—Pierre Brasseur, Daniel Gelin, Monique Artur—Dreary import for the art spots—100m.—see June 16 issue—(French-made)—(English titles)—(MacDonald).
- DREAMS OF LOVE—BIDMU**—Pierre-Richard Willm, Mila Parelly, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).
- EDGE OF DIVORCE—D**—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).
- FLAMENCO—MU**—Antonio, Pilar Lopez, Maria Luz—Interesting native dance concert for the art and Spanish spots—77m.—see June 16 issue—(Color)—(Spanish-made)—(English titles)—(Lewis).
- FRENCH TOUCH, THE—C**—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).
- GOOD BEGINNING, THE—C**—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).
- HAPPY CHILDHOOD—DOC**—Soviet propaganda entry has limited appeal—38m.—see May 19 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).
- INSPECTOR GENERAL, THE—C**—Y. Tolubeyev, A. Georgievskaya, T. Nosova—Okeh import for the art and Russian spots—128m.—see June 16 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).
- ISN'T LIFE WONDERFUL**—see Uncle Willie's Bicycle Shop.
- IT HAPPENED IN IRELAND—C**—Harry O'Donovan, Paddy More, Harry Jameson—Weak comedy for the Irish spots—68m.—see June 2 issue—(Irish-made)—(Rogers-Unger).
- JOHN WESLEY—BID**—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).
- KETO AND KOTE—CMU**—M. Dzhaporidze, V. Kraveishvili, P. Amiranashvili—Mediocre Soviet import—87m.—see Apr. 21 issue—(Russian-made)—(English titles)—(Artkino).

- KHAMISHIA—FIVE TALES FROM ISRAEL—COMP**—Shorona Aron, Shoshana Ravld, Avraham Tene—Competent Israeli import for the art spots—110m.—see May 19 issue—(Israeli-made)—(English dialogue)—(Israeli-American).
- KINGDOM ON THE WATERS, A—DOC**—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).
- LE PLAISIR—COMP**—Claude Dauphin, Gaby Morlay, Danielle Darrieux—Satisfactory for the art houses—90m.—see June 2 issue—Leg.: C—(French-made)—(English titles)—(Mayer-Kingsley).
- LEO TOLSTOY—DOC**—Interesting documentary for the art and Russian houses—43m.—see Apr. 7 issue—(Russian-made)—(English narration)—(Artkino).
- LOVERS OF TOLEDO, THE—D**—Alida Valli, Pedro Armendariz, Francoise Arnoul—Minor import for the art houses—75m.—see Apr. 21 issue—(French-Italian-made)—(English dialogue)—(Hakim).
- MEN ARE CHILDREN TWICE—CDMU**—Mervyn Johns, Clifford Evans, Maureen Swanson—Pleasing import for the art spots—74m.—see Apr. 7 issue—(English-made)—(Stratford).
- MISTRESS, THE—D**—Vera Poshennaya, Mikhail Zharov, N. Shamin—Soviet import is okeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkino).
- MOMENT OF TRUTH, THE—D**—Michele Morgon, Jean Gabin, Walter Chiari—Names should help at the art houses—87m.—see May 19 issue—(French-made)—(English titles)—(Arlan).
- MR. HULOT'S HOLIDAY—C**—Jacques Toti, Nathalie Pascaud, Michelle Rollo—Moderate comedy for the art spots—85m.—see June 16 issue—(French-made)—(English dialogue)—(G-B-D International).
- ON THE BANKS OF THE VOLGA—DOC**—Routine documentary for the Russian spots—39m.—see May 5 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).
- PARIS INCIDENT—CD**—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).
- PICKWICK PAPERS, THE—CD**—James Hayter, James Donald, Kathleen Harrison—Good for the art and class spots—109m.—see May 5 issue—(English-made)—(Mayer-Kingsley).
- QUEEN IN AUSTRALIA, THE—DOC**—Satisfactory for the art houses—50m.—see June 16 issue—(Ferranicolor)—(Australian-made)—(Australian News and Information Bureau).
- QUEEN'S ROYAL TOUR, THE—DOC**—Interesting documentary for the art spots—68½m.—see Apr. 7 issue—(Eastman Color)—(Print by Technicolor)—(English-made)—(Stratford).
- RED INN, THE—CMD**—Fernandel, Lud Germain, Francois Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).
- RIMSKY-KORSAKOV—BIDMU**—Grigori Belov, Nikolai Cherkassov, A. Borisov—Good musical biography for the art and Russian spots—85m.—see Apr. 7 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).
- SCOTCH ON THE ROCKS—C**—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).
- SIDE STREET STORY—D**—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).
- SINS OF PARIS—D**—Madeleine Lebeau, Henri Vilbert, Yves Furet—Good import for the art and exploitation houses—91m.—see May 5 issue—(French-made)—(English titles)—(Arlan).
- SKANDERBEG—HISD**—Akaki Khrava, Besa Imani, Advie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).
- SPELL OF IRELAND, THE—TRAV**—Okeh for Irish audiences—77m.—see May 19 issue—(Color)—(16mm. only)—(Celtic).
- STARS OF THE RUSSIAN BALLET—MU**—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).
- STRATFORD ADVENTURE, THE—DOC**—Alec Guinness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).
- STREETWALKER, THE—D**—Richard Burton, Richard Greene, Kathleen Harrison—Slow moving British import for the art houses—82m.—see Apr. 7 issue—(English-made)—(Brenner).
- SUNDERIN (THE STORY OF A SINNER)—D**—Hildegard Neff, Gustave Froehlich, Anne Bruck—For the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).
- UGETSU—DFAN**—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—(Japanese-made)—(English titles)—(Horriion-Davidson).
- UNCLE WILLIE'S BICYCLE SHOP (Isn't Life Wonderful)—C**—Cecil Parker, Eileen Herlie, Donald Wolfitt—Pleasing English import for the art spots—80m.—see May 5 issue—(Technicolor)—(English-made)—(Stratford).
- WELCOME THE QUEEN—DOC**—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3833, 3834, 3835 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No. Release Date Title Rating Running Time Page Reviewed In Pink Section

Columbia

Two Reel COMEDIES ALL-STAR (6)

- 6411 (Sept. 10) Oh Say Can You Sue (Clyde) F 16m. 3622
- 6412 (Oct. 29) A-Hunting They Did Go (Quillan-Vernon) F 16½m. 3656
- 6413 (Nov. 26) Down the Hatch (Mimmo) F 17½m. 3673
- 6414 (Jan. 7) Doggie in the Bedroom (Quillan-Vernon) F 16½m. 3706
- 6415 (May 13) Tooting Tooters (Clyde) F 17m. 3773
- 6416 (June 17) Two April Fools (Clyde) F 16½m. 3798

(1954-56) (6)

7411 (Sept. 30) The Fire Chaser (Besser) F

- #### ASSORTED FAVORITE REPRINTS (6)
- 6421 (Sept. 17) Wife Decoy (Herbert) F 17m. 3614
 - 6422 (Oct. 22) Silly Billy (Burke) F 18m. 3630
 - 6423 (Dec. 17) Strife of the Party (Vague) B 16m. 3645
 - 6424 (Feb. 11) Oh, Babyl (Herbert) F 18½m. 3699
 - 6425 (Mar. 11) Two Nuts in a Rut (Schilling-Lane) F 18m. 3706
 - 6426 (Apr. 29) She Snoops to Conquer (Vague) F 17½m. 3730

- ### (1954-55) (6)
- 7421 (Sept. 16) His Hotel Sweet (Herbert) F 17m. 3841
7422 (Oct. 14) Billie Gets Her Man (Billie Burke) F

- #### COMEDY FAVORITE RE-RELEASES (6)
- 6431 (Oct. 15) Half Shot At Sunrise F 16m. 3630
 - 6432 (Nov. 12) Meet Mr. Mischief G 17½m. 3638
 - 6433 (Jan. 14) Love at First Fright F 16m. 3682
 - 6434 (Feb. 25) Get Along Little Hubby F 19m. 3722
 - 6435 (Mar. 4) Slappily Married F 16½m. 3706
 - 6436 (July 8) Fiddling Around G 17½m. 3788

- ### (1954-55) (6)
- 7431 (Oct. 21) Wedding Belle (Schilling and Lane) F

- #### SERIALS (4)
- 6120 (Sept. 17) The Great Adventures of Captain Kidd G 15ep. 3615
6140 (Dec. 31) Jungle Raiders (Reissue) G 15ep. 3645
6160 (Apr. 15) Gunfighters of the Northwest F 15ep. 3739
6180 (July 29) Batman (Reissue) G 15ep. 3779

- #### THE THREE STOOGES (8)
- 6401 (Sept. 3) Rip, Sew and Stitch F 17m. 3630
 - 6402 (Oct. 8) Bubble Trouble F 16½m. 3630
 - 6403 (Dec. 3) Goof on the Roof F 16½m. 3673
 - 6404 (Feb. 4) Income Tax Sappy F 16½m. 3706
 - 6405 (Mar. 18) Spooks (2-D) G 15½m. 3706
 - 6406 (Apr. 15) Pardon My Backfire (2-D) E 16m. 3730
 - 6407 (May 13) Musty Musketeers F 16m. 3758
 - 6408 (June 3) Pals and Gals G 17m. 3773

- ### (1954-55) (8)
- 7401 (Sept. 2) Knutzy Knights G 17½m. 3841
7402 (Oct. 7) Shot in The Frontier F

- #### THE THREE STOOGES (3-D)
- 6440 (Aug. 15) Pardon My Backfire E 16m. 3614 One Reel

- #### CANDID MICROPHONES (5)
- 6551 (Sept. 10) No. 1 F 10m. 3631
 - 6552 (Dec. 10) No. 2 F 9½m. 3676
 - 6553 (Feb. 18) No. 3 G 10m. 3723
 - 6554 (Mar. 18) No. 4 F 10m. 3758
 - 6555 (June 24) No. 5 G 10m. 3806

- ### (1954-55) (Reissues)
- 7551 (Sept. 23) Series 1, No. 1 E 10m. 3843

- #### COLOR FAVORITES (15) (Technicolor) (Reissues)
- 6601 (Sept. 24) Carnival Courage F 7m. 3615
 - 6602 (Oct. 8) Fiesta Time G 7½m. 3631
 - 6603 (Nov. 5) Room and Bored G 7½m. 3639
 - 6604 (Nov. 26) A Boy, A Gun And Birds F 7m. 3639
 - 6605 (Dec. 17) Skeleton Frolic F 7m. 3657
 - 6606 (Jan. 7) Tree For Two G 7½m. 3683
 - 6607 (Feb. 11) Way Down Yonder in the Corn G 7½m. 3683
 - 6608 (Feb. 28) Dog, Cat, and Canary F 6m. 3707
 - 6609 (Mar. 31) The Egg Yegg F 7½m. 3707
 - 6610 (May 13) The Way of All Pests G 7m. 3731
 - 6611 (May 27) Amoozin But Confoozin F 8m. 3730

- 6612 (June 17) A Cat, a Mouse, and a Bell G 7m. 3747
6613 (June 24) The Disillusioned Bluebird B 7m. 3750
6614 (July 8) Mr. Moocher F 7m. 3783
6615 (July 22) The Herring Murder Mystery F 7m. 3783

- ### (1954-55)
- 7601 (Sept. 2) Imagination E 8m. 3842
7602 (Oct. 7) Red Riding Hood Rides Again F

- #### MR. MAGOO (3) (Technicolor)
- 6701 (Nov. 19) Magoo Slept Here G 7m. 3657
 - 6702 (Mar. 11) Magoo Goes Skiing G 7m. 3722
 - 6703 (July 1) Kangaroo Courting G 7m. 3798

- ### (1954-55) MUSICAL SPECIAL (1)
- 7999 (Sept. 2) Autumn in Rome G 8m. 3843

- #### SCREEN SNAPSHOTS (10) (Series 33)
- 6851 (Sept. 17) Hollywood Stuntmen G 10½m. 3631
 - 6852 (Oct. 22) Hollywood Laugh Parade G 10m. 3657
 - 6853 (Nov. 19) Men of the West G 10m. 3676
 - 6854 (Dec. 24) Hollywood's Great Entertainers F 10½m. 3707
 - 6855 (Jan. 2) Memories in Uniform F 10½m. 3715
 - 6856 (Feb. 25) Hollywood Stars to Remember G 10m. 3720
 - 6857 (Mar. 25) Hollywood Goes to Mexico F 10½m. 3723
 - 6858 (May 6) Hula From Hollywood F 10m. 3758
 - 6859 (June 10) Hollywood's Invisible Man F 9m. 3843
 - 6860 (July 15) Hollywood Grows Up G 10½m. 3843

- ### (1954-55) (10)
- 7851 (Sept. 23) Hollywood Movies March On G 10m. 3843
7852 (Oct. 21) Hollywood Stars On Parade F

- #### THRILLS OF MUSIC (6) (Reissues)
- 6951 (Sept. 24) George Towne and Orch. F 10m. 3616
 - 6952 (Nov. 26) Boyd Raeburn and Orch. G 10m. 3639
 - 6953 (Dec. 24) Claude Thornhill and Orch. G 10m. 3646
 - 6954 (Feb. 4) Machito and Orch. G 10m. 3699
 - 6955 (Apr. 1) Charlie Barnet and Orch. G 10½m. 3731
 - 6956 (June 3) Skitch Henderson and Orch. G 10m. 3767

- ### (1954-55)
- 7951 (Sept. 9) Ted Weems and Drch. G 10m. 3843

- #### TOPNOTCHERS (2)
- 6901 (Apr. 15) Canine Crimebusters G 10m. 3758
 - 6902 (May 27) Push Back the Edge G 10m. 3774

- #### UPA ASSORTED CARTOONS (4) (Technicolor)
- 6501 (Jan. 14) Bringing Up Mother E 7m. 3707
 - 6502 (Feb. 11) Ballet-Oop E 7½m. 3706
 - 6503 (Apr. 8) The Man on the Flying Trapeze G 7m. 3758
 - 6504 (June 17) Fudget's Budget E 7m. 3773

- ### (1954-55) (4)
- 7501 (Sept. 9) How Now Boing Boing E 7½m. 3842

- #### UPA CARTOON SPECIAL (2)
- 6509 (Sept. 24) A Unicorn In The Garden E 7m. 3631
 - 6510 (Dec. 17) The Tell Tale Heart E 8m. 3631

- #### WORLD OF SPORTS (10)
- 6801 (Sept. 24) Assault and Mat-tery F 10m. 3631
 - 6802 (Oct. 15) Hockey Thrills And Spills F 9½m. 3657
 - 6803 (Nov. 12) Snow Speedsters F 10½m. 3683
 - 6804 (Dec. 17) Battling Big Fish F 11m. 3707
 - 6805 (Feb. 18) Gauchos Down Uruguay Way G 10m. 3723
 - 6806 (Mar. 25) Tee Magic G 10m. 3723
 - 6807 (Apr. 22) Racquet Wizards F 9m. 3758
 - 6808 (May 20) World Soccer Champions F 10m. 3774
 - 6809 (June 24) Diving Cavalcade F 9m. 3806
 - 6810 (Aug. 12) Target Tricksters G 9m. 3844

- ### (1954-55) (10)
- 7801 (Sept. 16) Argentine Athletes F

MGM

One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)

- W-531 (Sept. 5) Just Ducky (T-J) F 7m. 3615
- W-532 (Sept. 26) Half Pint Palomino (BB) G 7m. 3639
- W-533 (Oct. 17) Two Little Indlans (T-J) G 7m. 3623
- W-534 (Nov. 21) Life With Tom (T-J) G 8m. 3639
- W-535 (Dec. 26) The Three Little Pups E 7m. 3646
- W-536 (Jan. 23) Puppy Tale (T-J) G 7m. 3657
- W-537 (Jan. 30) Posse Cat (T-J) F 7m. 3691
- W-538 (Feb. 20) Drag-A-Long Droopy G 8m. 3682
- W-539 (Mar. 20) The Impossible Possum F 7m. 3707
- W-540 (Apr. 17) Hic-Cup Pup (T-J) F 6m. 3730
- W-541 (May 8) Billy Boy E 6m. 3739
- W-542 (May 29) Little School Mouse (T-J) F 7m. 3750
- W-543 (June 19) Sleepytime Squirrel F 7m. 3798
- W-544 (July 10) Homesteader Droopy G 7m. 3758

- W-545 (July 31) Bird-Brain Bird Dog F 7m. 3798
W-546 (Aug. 14) Baby Butch (T-J) F 7m. 3798

- ### (1954-55) (16)
- W-632 (Sept. 4) Mice Follies (T-J) G 7m. 3831
 - W-634 (Sept. 18) Farm of Tomorrow G 7m. 3831
 - W-636 (Oct. 2) Neapolitan Mouse (T-J) G 7m. 3831
 - W-638 (Nov. 6) The Flea Circus G 7m. 3842
 - W-639 (Nov. 13) Downhearted Duckling F
 - W-640 (Dec. 4) Dixieland Droopy F

- #### CINEMASCOPE MUSICALS (5) (Technicolor)
- K-571 (Jan. 15) Overture to the Merry Wives of Windsor G 8½m. 3673
 - K-572 (Mar. 19) Poet and Peasant G 9m. 3715
 - K-573 (June 25) The Jubilee Overture E 9½m. 3767
 - K-574 (Sept. 1) The Thieving Magpie G 9m. 3806
(.....) The Strauss Fantasy G 9m. 3831

- #### FITZPATRICK TRAVELTALKS (8) (Technicolor)
- T-511 (Oct. 17) Seeing Spain G 8m. 3640
 - T-512 (Nov. 28) In The Valley Of The Rhine G 9m. 3667
 - T-513 (Dec. 26) Looking at Lisbon F 9m. 3683
 - T-514 (Feb. 13) Glimpses of Western Germany F 9m. 3715

- ### (1954-55) (6) (Reissues)
- T-611 (Sept. 11) Yosemite the Magnificent E 9m. 3831
 - T-612 (Oct. 16) Grand Canyon, Pride of Creation E 8½m. 3844
 - T-613 (Nov. 27) Picturesque Patzcuaro G
(.....) Glazier Park and Waterton Lakes
(.....) Mexican Police on Parade
(.....) Mighty Niagara

- #### GOLD MEDAL REPRINT CARTOONS (8)
- W-561 (Oct. 3) Swing Shift Cinderella G 8m. 3616
 - W-562 (Nov. 7) Springtime for Thomas (T-J) G 8m. 3622
 - W-563 (Dec. 5) The Bear That Couldn't Sleep G 9m. 3631
 - W-564 (Dec. 19) Northwest Hounded Police G 8m. 3666
 - W-565 (Jan. 9) Milky Waif (T-J) G 7m. 3646
 - W-566 (Feb. 6) Uncle Tom's Cabana G 8m. 3683
 - W-567 (Mar. 6) Trap Happy (T-J) G 7m. 3699
 - W-568 (Apr. 3) Solid Serenade (T-J) F 7m. 3707

- ### (1954-55) (8)
- W-661 (Oct. 30) Cat Fishin' (T-J) F 7m. 3842

- #### MUSICAL SPECIAL (1)
- Capriccio Italien G 10m. 3543

- #### PETE SMITH SPECIALTIES (10)
- S-551 (Sept. 12) It Would Serve 'Em Right G 10m. 3623
 - S-552 (Oct. 10) This Is A Living? G 9m. 3623
 - S-553 (Nov. 7) Landlording It G 9m. 3623
 - S-554 (Dec. 5) Things We Can Do Without G 9m. 3639
 - S-555 (Jan. 2) Film Antics G 8m. 3623
 - S-556 (Feb. 6) Ain't It Aggravatin' G 8m. 3657
 - S-557 (Mar. 13) Fish Tales (Technicolor) G 8m. 3715
 - S-558 (Apr. 10) Do Someone a Favor F 8½m. 3707
 - S-559 (May 8) Out For Fun G 10m. 3715
 - S-560 (June 12) Safe At Home G 8m. 3799

- ### (1954-55) (10)
- The Camera Caught It F 9m. 3843

Paramount

- #### CARTOON CHAMPIONS (6) (Technicolor) (Reissues)
- S14-1 (Oct. 1) We're In The Honey G 8m. 3843
 - S14-2 (Oct. 1) Butterscotch and Soda G 7m. 3842
 - S14-3 (Oct. 1) Sudden Fried Chicken F 7m. 3843
 - S14-4 (Oct. 1) The Friendly Ghost G 7½m. 3842
 - S14-5 (Oct. 1) The Bored Cuckoo G 8m. 3842
 - S14-6 (Oct. 1) Santa's Surprise G 9m. 3842

- #### CASPER CARTOONS (6) (Technicolor)
- B14-1 (Oct. 15) Boos and Arrows F

- #### GRANTLAND RICE SPOTLIGHTS (12)
- R14-1 (Oct. 1) Twin Riding Champs G 10m.
 - R14-2 (Oct. 22) Hot and Cold Glides, Slides and Rides F

- #### HEADLINER CHAMPIONS (6) (Reissues)
- A14-1 (Oct. 1) Speaking Of Animals and Their amilies E 9m. 3843
 - A14-2 (Oct. 1) Speaking of Animals In a Musical Way E 9m. 3843
 - A14-3 (Oct. 1) Stork Crazy G 10m. 3843
 - A14-4 (Oct. 1) The Lonesome Stranger E 10m. 3843
 - A14-5 (Oct. 1) Calling All Animals F 10m. 3843
 - A14-6 (Oct. 1) Video Hounds G 10m. 3843

- #### PACEMAKERS (6)
- K14-1 (Oct. 2) Drilling For Girls In Texas F

- #### NOVELTOONS (6) (Technicolor)
- P14-1 (Oct. 29) Fido Beta Kappa F

Release Mo.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
RKO					
Three Reel					
WALT DISNEY REISSUE (1)					
43601	(Feb. 19)	Pecos Bill	G	25m.	3682
Two Reel					
EDGAR KENNEDY REISSUES (6)					
43501	(Aug. 7)	Unlucky Dog	F	15m.	3614
43502	(Aug. 21)	Trouble Or Nothing	F	18m.	3614
43503	(Sept. 4)	Wall Street Blues	F	17m.	3614
43504	(Sept. 18)	Motor Maniacs	F	18m.	3614
43505	(Oct. 2)	Do Or Diet	F	18m.	3614
43506	(Oct. 16)	Heading For Trouble	G	18m.	3614
(1954-55) (6)					
53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F		
53505	(Dec. 3)	Brother Knows Best	F		
53506	(Dec. 17)	Home Canning	F		
LEON ERROL REISSUES (6)					
43701	(July 31)	Gem Jams	F	18m.	3614
43702	(Aug. 14)	He Forgot To Remember	F	17m.	3614
43703	(Aug. 28)	Birthday Blues	F	17m.	3614
43704	(Sept. 11)	Let's Go Stepping	G	17m.	3614
43705	(Sept. 25)	It Shouldn't Happen To A Dog	G	18m.	3614
43706	(Oct. 9)	Maid Trouble	G	18m.	3614
(1954-55) (6)					
53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wife's Away	F	20m.	3841
53703	(Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F		
53705	(Nov. 26)	I'll Take Milk	F		
53706	(Dec. 10)	Follow That Blonde	F		
RAY WHITLEY REISSUES (2)					
43401	(Aug. 21)	A Western Welcome	G	18m.	3615
43402	(Sept. 18)	Rhythm Wranglers	F	19m.	3615
(1954-55) (2)					
53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842
SPECIALS (4)					
43101	(Oct. 2)	Shark Killers	G	15m.	3603
43102	(Oct. 30)	This Is Little League	G	15m.	3666
43103	(Dec. 18)	The Magic Streetcar	F	20m.	3682
43104	(Mar. 26)	Taming the Crippler	E	16m.	3766
(1954-55) (8)					
53101	(Oct. 8)	The Iron Fence			
SPORT SPECIALS (2)					
43901	(Dec. 11)	Football Headliners	G	15m.	3706
43801	(Apr. 16)	Basketball Headliners	F	15m.	3747
(1954-55) (2)					
53901	(Dec. 10)	Football Highlights			
COLOR SPECIALS (1)					
43001	(Aug. 14)	Holiday Island (Pathecolor)	G	15m.	3584
TRUE-LIFE ADVENTURES (2) (Technicolor)					
43301	(Aug. 14)	Prowlers Of The Everglades	G	32m.	3602
MY PAL REISSUES (2)					
43201	(Aug. 7)	My Pal	G	22m.	3615
43202	(Sept. 4)	Pal's Adventure	F	20m.	3615
(1954-55) (2)					
53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842
One Reel					
SCREENLINERS (13)					
44201	(Sept. 18)	Running The Red Blockade	G	8m.	3639
44202	(Oct. 16)	Herring Hunt	G	10m.	3646
44203	(Nov. 13)	Laughs of Yesterday	G	8m.	3666
44204	(Dec. 11)	Ocean to Ocean	G	8m.	3683
44205	(Jan. 8)	Report on Kashmlr	G	10m.	3707
44206	(Feb. 5)	Fire Fighters	G	8m.	3715
44207	(Mar. 5)	Golden Gate	G	8m.	3758
44208	(Apr. 2)	Mission Ship	G	11m.	3758
44209	(Apr. 30)	Black Power	G	9m.	3767
44210	(May 28)	Untroubled Border	G	8m.	3774
44211	(June 25)	Lang Time No See	G	8m.	3806
44212	(July 23)	Riding The Wind	G	8m.	3812
44213	(Aug. 20)	The Big Port	G	8m.	3831
(1954-55) (13)					
54201	(Sept. 17)	House Of Knowledge			
54202	(Oct. 15)	Alpine Fortress			
54203	(Nov. 12)	Just Pets			
SPORTSCOPE (13)					
44301	(Sept. 4)	Ben Hogan	G	8m.	3616
44302	(Oct. 2)	8at Boy	G	8m.	3603
44303	(Oct. 30)	Best In Show	G	8m.	3640
44304	(Nov. 27)	Wild Birds Winging	F	8m.	3667
44305	(Dec. 25)	Summer Schussboomers	F	8m.	3683
44306	(Jan. 22)	Railbird's Album	G	8m.	3707
44307	(Feb. 19)	Golfing With Demaret	G	8m.	3715

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
44308	(Mar. 19)	Dog Scents	G	8m.	3767
44309	(Apr. 16)	International Road Race	G	8m.	3774
44310	(May 14)	Leather and Lather	G	8m.	3774
44311	(June 11)	Desert Anglers	G	8m.	3774
44312	(July 9)	Hot Rod Galahads	F	8m.	3806
44313	(Aug. 8)	Water Ski Marathon	G	8m.	3812
(1954-55) (13)					
54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games			
54303	(Oct. 29)	Canadian Stampede			
54304	(Nov. 26)	Game Warden			
54305	(Dec. 24)	Alley Time			
3-D COLOR SPECIAL					
44401	(Sept. 18)	Motor Rhythm	G	8m.	3623
44901	(Nov. 13)	Working for Peanuts	G	7m.	3639
COLOR SPECIAL					
44501	(Sept. 18)	Motor Rhythm	G	8m.	3623
WALT DISNEY CARTOONS (18) (Technicolor)					
C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special					
44101	(Oct. 2)	Football (Now and Then)	F	7m.	3639
44102	(Oct. 23)	Rugged Bear (D)	F	6m.	3616
44103	(Nov. 13)	Working For Peanuts (2-D)	G	7m.	3639
44104	(Dec. 4)	Haw To Sleep	F	7m.	3666
44105	(Dec. 25)	Canvasback Duck	G	7m.	3666
44106	(Jan. 15)	Spare The Rod	G	7m.	3683
44107	(Mar. 5)	Donald's Diary	F	7m.	3758
44108	(Apr. 7)	The Lane Chipmunks	G	7m.	3766
44109	(May 21)	Pigs Is Pigs	E	10m.	3774
44110	(June 18)	Casey Bats Again	G	8m.	3773
44111	(July 16)	Dragon Around	F	7m.	3773
44112	(Aug. 13)	Grin And Bear It	G	7m.	3798
WALT DISNEY MARQUEE MUSICALS (6) (Technicolor)					
44001	(Apr. 23)	Two for the Record (Benny Goodman)	E	8m.	3758
44002	(May 21)	Johnny Fedora and Alice Blue Bonnet (Andrews Sisters)	E	8m.	3758
44003	(June 18)	The Martins and the Coys (King's Men)	G	8m.	3774
44004	(July 16)	Casey at the Bat (Jerry Colonna)	G	9m.	3798
44005	(Aug. 13)	Little Toot (Andrews Sisters)	G	9m.	3812
44006	(Sept. 17)	Once Upon a Wintertime (Frances Langford)	G	9m.	3811
MICKEY MOUSE BIRTHDAY CARTOON REISSUES (6) (Technicolor)					
44801	(Aug. 14)	Mickey's Birthday Party	G	8m.	3615
44802	(Aug. 21)	The Pointer	E	8m.	3615
44803	(Aug. 28)	Tiger Trouble	G	7m.	3616
44804	(Sept. 4)	The Nifty Nineties	E	7m.	3615
44805	(Sept. 11)	Mr. Mouse Takes A Trip	G	8m.	3615
44806	(Sept. 18)	The Whalers	E	8m.	3616
ADVENTURES IN MUSIC CARTOONS (Technicolor)					
44601	(June 12)	Melody (3-D)	E	10m.	3542
44701	(June 12)	Melody (2-D)	E	10m.	3542
Republic					
SERIALS (4)					
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
One Reel					
THIS WORLD OF OURS (6) (Trucolor)					
5385	(Aug. 1)	Ireland		9m.	
20th Century-Fox					
CINEMASCOPE SPECIALS (Technicolor)					
7401	(Nov.)	The Coronation Parade	G	7 1/2m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7412	(June)	Stephen Foster Medley			
7413	(June)	Valley Of The Nile			
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7421	(Oct.)	Fabulous Las Vegas	G	18m.	
()	()	Tuna Fishing			
()	()	American Railroads			
()	()	Orient Express			
One Reel					
SEE IT HAPPEN (6)					
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isle Of Destiny	F	9m.	
SPORTS (6)					
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	
TERRYTOONS (26) (Technicolor)					
5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony			
TERRYTOON TOPPER REISSUES (10)					
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ada About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6 1/2m.	3722
5415	(May)	Gandy Goose in Ghost Town	F	6 1/2m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
United Artists					
SPORTS SPECIAL					
		Marciano-Charles Fight	G	21m.	3848
Universal-International					
Two Reel					
MUSICAL FEATURETTES (13)					
9301	(Nov. 12)	Carnival in April	F	18m.	3691
9302	(Dec. 24)	David Rose and Orch.	F	15 1/2m.	3682
9303	(Jan. 22)	Hawaiian Nights	F	17m.	3682
9304	(Feb. 26)	Jimmy Wakely's Jamboree	G	15 1/2m.	3713
9305	(Apr. 23)	Rhythm and Rhyme	F	15m.	3730
9306	(May 28)	The Four Aces Sing	G	15m.	3766
9307	(June 21)	"Tennessee Ernie" Ford and Molly Bee in Corral Cuties	G	15m.	3773
9308	(July 26)	Birth of a Band			

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Brooklyn Goes to Chicago', 'Moving Thru Space', 'Stallions on Parade'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Smoked Hams', 'Coo Cao Birds', 'Well Oiled'.

Warners

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes title 'Black Fury (WarnerColor)'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes title 'Valley of the Sun'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Gone Fishin'', 'Romance Of Louisiana', 'North of the Sahara'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Gay Parisian', 'In Fourteen Hundred Ninety-Two'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Minstrel Days', 'They Were Champions', 'Spills Far Thrills'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Wells Fargo Days', 'Camera Hunting'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Old Glory', 'Walky, Talky, Hawky', 'Birth of a Notion'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Rhapsody In Rivets', 'Inki At The Circus', 'Foxy Duckling'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Duck, Rabbit, Duck', 'Robot Rabbit', 'Captain Hareblower'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes title 'Lumber Jack-Rabbit'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Coney Island Holiday', 'Below the Ria Grande'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes title 'Aloha Nui (Vistarama)'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'So You Think You Can't Sleep', 'Sa You Want To Be An Helr'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes title 'So You're Taking In A Roamer'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Desl Arnaz and Band', 'Hal Kemp and Orch', 'Rhythm of the Rhumba'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Melody Of Youth', 'Skinny Ennis and Orch'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'A Street Cat Named Sylvester', 'Zipping Along', 'Easy Peckin's'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Gone Batty', 'Goo Goo Goliath', 'By Ward Of Mouse'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Royal Mounties', 'Sea Sports Of Tahiti', 'Born To Ski', 'Arabians in the Rockies'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Circus On Ice', 'Hatteras Hankers'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Hit 'Im Again', 'Say It With Spills', 'Magic Movie Moments'.





Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'This Mechanical Age', 'Ski Flight'.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like 'Composers In Clay (United World)', 'Henri De Toulouse Lautrec (Pictura)', 'Lesson In Anatomy, A (IFE)'.

ALLIED ARTISTS	COLUMBIA	LIPPERT	MEIRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technicolor) The Black Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technicolor) Human Desire G. Ford, G. Grahame, B. Crawford	SEPTEMBER Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe)	SEPTEMBER Rear Window J. Stewart, G. Kelly (Technicolor)	SEPTEMBER Every Girl Should Be Married The Window (Reissues) Africa Adventure R. C. Rurak Documentary (Color)	SEPTEMBER Tobor, The Great C. Drake, K. Booth	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Color by DeLuxe) (CinemaScope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Bassler) Khyber Patrol R. Eagan, D. Addams, (Color) (World) The Golden Mistress J. Agar, R. Bowe (Technicolor) (Kay-Rytchick) Jesse James' Women P. Castle, J. Beutel, D. Barry (Technicolor) (Panorama)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technicolor) The Black Shield Of Falworth T. Curtis, J. Leigh (Technicolor) (CinemaScope) High And Dry P. Douglas, A. Mackenzie (English-made) (Rank)	SEPTEMBER ognet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Dorn, M. Windsor (WarnerColor)
OCTOBER The Human Jungle G. Merrill, J. Sterling The Bob Mathias Story B. Mathias, M. Mathias, W. Bond	OCTOBER On The Waterfront M. Brando, K. Malden, E. M. Saint Three Hours To Kill D. Andrews, D. D. Reed (Technicolor) Miss Grant Takes Richmond (Reissue)	OCTOBER Deadly Game L. Bridges, F. Currie, S. Silva (English-made) The Unholy Four P. Goddard (English-made)	OCTOBER Rogue Cop R. Taylor, J. Leigh, G. Raft Beau Brummell S. Granger, E. Taylor (Technicolor) (Made in England) A Woman's Face Dr. Jekyll and Mr. Hyde (Reissues) Brigadoon G. Kelly, V. Johnson, C. Charisse (AnascoColor) (CinemaScope)	OCTOBER Sabrina A. Hepburn, H. Bogart, W. Holden Reap The Wild Wind (Reissue)	OCTOBER She Wore A Yellow Ribbon (Reissue) Passion C. Wilde, Y. DeCarlo (Technicolor) This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathe color)	OCTOBER The Outcast J. Derek, J. Evans, J. Davis (Trucolor) Roogie's Bump R. Marriot, Brooklyn Dodgers	OCTOBER Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (CinemaScope) Adventures Of Haji Baba J. Derek, E. Stewart, A. Blake (Color) (CinemaScope) Woman's World C. Webb, F. MacMurray, J. Allyson, C. Wilde, V. Heflin, L. Bacall (Color by DeLuxe) (CinemaScope)	OCTOBER The Barefoot Contessa H. Bogart, A. Gardner, (Technicolor) (Figaro) Sitting Bull D. Robertson, M. Murphy, J. C. Naish (CinemaScope) (Color) (Frank) The Little Kidnappers D. Macrae, J. Anderson (English-made) (Rank) Operation Manhunt H. Townes, J. Aubuchon (Made in Canada) (Feldkamp)	OCTOBER Naked Alibi G. Grahame, S. Hayden, G. Barry	OCTOBER A Star Is Born J. Garland, J. Mason, J. Carson (Technicolor) (CinemaScope)
NOVEMBER Target Earth R. Denning, V. Grey, K. Crowley Ketchikan M. Stevens, M. Hyer	NOVEMBER The Siege (Italian-made) A Race For Life R. Conte, M. Aldon (English-made)	NOVEMBER Athena J. Powell, D. Reynolds, V. Damone (Eastman Color) (Printed by Technicolor) The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor) Tarzan The Ape Man Tarzan Escapes (Reissues)	NOVEMBER Cattle Queen Of Montana B. Stanwyck, R. Reagan (Technicolor) (SuperScope)	NOVEMBER The Shanghai Story R. Roman, E. O'Brien The She-Wolf Kerima (Italian-made) (Dubbed in English)	NOVEMBER Black Widow G. Rogers, V. Heflin, G. Tierney (Color) (CinemaScope) Desiree M. Brando, J. Simmons, M. Oberon (Color) (CinemaScope)	NOVEMBER The Shanghai Story R. Roman, E. O'Brien The She-Wolf Kerima (Italian-made) (Dubbed in English)	NOVEMBER The White Orchid W. Lundigan, P. Castle (Color) (Leborg) Twist Of Fate G. Rogers, J. Bergerac (Setton-Sloan) Shield For Murder J. Agar, M. English (Schenk-Koch) You Know What Sailors Are A. Tamiroff, D. Sinden (Technicolor) (Rank) Snow Creature P. Langton, L. Denison, (Wilder)	NOVEMBER Four Guns To The Border R. Calhoun, C. Miller, G. Nader (Technicolor) Ricochet Romance M. Main, C. Willis Bengal Brigade R. Hudson, A. Dahl (Technicolor)	NOVEMBER Drum Beat A. Ladd, A. Dalton (WarnerColor) (CinemaScope) Track Of The Cat R. Mitchum, D. Lynn, T. Wright (WarnerColor) (CinemaScope)	

OBSERVATIONS
Oct. 31—Hallowe'en
Nov. 2—Election Day
Nov. 11—Armistice Day
Nov. 25—Thanksgiving

MOON PHASES
OCTOBER 5
NOVEMBER 3
DECEMBER 3

Quarter  5
1
Full  12
2
Last  18
3
New  26
4

FILMMAKERS
Sept.—Private Hell 36—I. Lupino, S. Cochran, H. Duff



SO STORMY! SO VIOLENT! SO INTENSE!
 it had to be called **PASSION!**



CORNEL WILDE · YVONNE DeCARLO

PASSION

a story of wild and wicked Early California!

with RAYMOND BURR · LON CHANEY · RODOLFO ACOSTA · JOHN QUALEN

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AVAILABLE NOW FROM

RKO

10/20/54
MOTION PICTURE

EXHIBITOR

OCTOBER 20, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



Allied Approves Film Regulation

(page 5)

Horizontal VV At Radio City

(page 22)

AND FEATURING: THE SERVICE SECTION

← Fred Schwartz, president, Distributors Corporation of America, announced at a press conference last week that production would be expanded to 12 features and offices set up in five key cities across the nation.

"We Saw A Sneak Preview!"

(A Report from M-G-M's Sales Managers,
recently in Convention at Culver City, Cal.)

"On our recent visit to California, we attended the Preview of 'THE LAST TIME I SAW PARIS' at the Picwood Theatre. The reaction of men who sell the pictures may be of interest to those who create them.

"Our first concern: 'Is it commercial?' This can be answered quickest by reporting that our group unanimously recommended its release for Thanksgiving, the most valuable playing time of the year. Three to four hundred of the top theatres of the nation in the largest cities will show it at that time.

"It is a long while since the screen has had such a powerful love story, a real love story of the kind that makes hits. From the first electric moment when Elizabeth Taylor gives Van Johnson that fleeting but passionate kiss during the chaos of the V-E day celebration in Paris, right through their fevered courtship and romantic adventures, the deep, but troubled love of these two is of overpowering, compelling interest.

"Our studio people have skillfully captured the background and the spirit of the F. Scott Fitzgerald story and the M-G-M cameras that went to Paris have brought back the realism that makes the drama all the more powerful and believable.

As sales representatives of M-G-M, we're mighty proud of 'THE LAST TIME I SAW PARIS' and congratulate all who had a hand in its making."



"...a fleeting but passionate kiss during the chaos of the V-E day celebration in Paris..."

M-G-M presents

Color by **TECHNICOLOR**

"THE LAST TIME I SAW PARIS"

Starring

ELIZABETH TAYLOR
VAN JOHNSON
WALTER PIDGEON
DONNA REED

with

EVA GABOR · KURT KASZNAR

Screen Play by

JULIUS J. & PHILIP G. EPSTEIN and RICHARD BROOKS

Based On a Story by F. Scott Fitzgerald

Directed by

RICHARD BROOKS · JACK CUMMINGS



"Something
to be
thankful
for at
Thanksgiving!"

**THE FRINGE PICTURES CONTINUE**

THE WEEK'S MAIL was enlivened by a printed piece from a national independent distributor which points up the fact that there are probably still a lot of theatres which are not very discriminating as to the type of pictures they offer their patrons.

Of course, it may be argued that as long as there are theatres which are content to play this type of product there will be distributors who will make such features available, but in the long run, the industry suffers.

We are not speaking of high class imports tinged with sex, because it must be realized that there is a segment of the patrons which seeks adult entertainment, but there are also many fringe, independent American-made pictures which seek to cash in on what might be termed a teaser type of film.

At the present time, the trend is against censorship because of the United States Supreme Court decisions, and if censorship is ended in some of the states it would be a pity if those states were flooded with productions which would encourage civic authorities to invoke a police power in barring this type of picture from the screens.

Operating on the basis that anything that is made and which is offered to theatres must be reviewed, MOTION PICTURE EXHIBITOR, during its 18 years of complete coverage of all features and shorts, has reviewed quite a number of pictures which on occasion has made the reviewer squirm, and it would be happy if the day would come when it would not have to do so.

Lest anyone think that such a service is ignored, the mails prove that there are exhibitors who are desirous of playing such films.

Perhaps the day will come when these so-called fringe pictures will disappear. We hope it will not be the result of an outside pressure but rather by a movement from within the industry itself.

ON CHARLIE BOASBERG

THIS WEEK in New York City industryites are gathering to pay their respects to Charles Boasberg, who has left his post as RKO vice-president and general sales manager to become associated in a top executive capacity with Distributor Corporation of America, the new company which exhibitor Fred Schwartz has evolved as an

added industry production unit to help alleviate the current problems associated with the scarcity of pictures.

It goes without saying that in his new post, the former RKO sales chief will carry with him the good will of all tradesters and particularly those exhibitors who dealt with him at RKO.

It has often been said that a sales organization is generally as good as its product, and since DCA seems to be entering in the picture with sturdy plans for the future, there is reason to believe that Charlie Boasberg will be able to retain the good will which he has built up.

It is also to be hoped that the powers that be at DCA follow a policy of live and let live.

That exhibitors fervently welcome more pictures is well-known, but they will be just as fervent in their thanks if the sales policies which accompany more product are fair.

Charles Boasberg has a big opportunity.

We are certain he will make the most of it.

PIONEER OF THE YEAR

THIS SEEMS to be a Si Fabian year in more ways than one, and whatever celebrations have already taken place will be climaxed at the Motion Picture Pioneer dinner in November in New York City when the respected exhibitor leader will be honored as Pioneer of the Year.

Not long ago, this department had occasion to add its plaudits to those being showered on Si Fabian, so there's no point in repeating them now.

However, his selection as Pioneer of the Year is quite in keeping with the glorious record which this second generation industryite has compiled for himself.

OSCAR MORGAN WEEK

THE WEEK of Oct. 24-30 should see Paramount's short subject and newsreel bookings hit a new high as the company honors Oscar Morgan, short subjects and newsreel sales head. Morgan, well-known and well-liked, came up from the Paramount ranks, successively serving as salesman, branch manager, film buyer, and in his present position since 1941. A real motion picture pioneer, Morgan is respected throughout the industry for his fairness and deserves wholehearted support during "Oscar Morgan Week."

Jay Emanuel

CAN NEWS

(Trade Headlines Of The Issue)

Corporate

U-I extends the employment contract, of Adolph Schimel, vice-president and general counsel (page 19).

Distribution

Louis De Rochemont Associates names distributors for "Martin Luther" regular release (page 16).

Exhibition

New York exhibitors and city budget officials differ over meaning of tax collections (page 6).

New Brunswick, N. J., known as "Vid-eotown," is going back to the movies, survey shows (page 19).

Financial

AA announces an increase in profit although costs held net down (page 22).

International

Canadian theatres report an increase in gross receipts although national attendance declines; Walter Branson, RKO sales head, and inventor Joseph Tushinsky demonstrate Superscope in London (page 14).

Legal

The Electric, Kansas City, wins a record triple damage award against major distributors (page 19).

Pennsylvania drive-in sues distributors and other circuits for \$1,500,000 (page 23).

Legislative

Ellis Arnall, SIMPP president, asks FTC for permission to withdraw complaint against MPEA (page 6).

Mel Konecoff

Observations on the Radio City Music Hall bow of VistaVision horizontal projection by Russell Downing and a Paramount delegation; plus some Philadelphia science-fiction notes and comment on the dual premiere of Warners' "A Star Is Born" are duly noted (pages 4 and 19).

Organizations

Joseph I. Breen quits as MPAA Production Code administrator and is succeeded by G. M. Shurlock (page 4).

National Allied at its Milwaukee silver anniversary convention approves the proposed bill for government regulation of the industry and raps distribution policies (page 5).

Production

Fred Schwartz, DCA president, announces that the new company will expand its production program and set up five offices (page 6).

AA announces that it will make 37 features in the 1954-55 season (page 16).

Don Hartman, Paramount executive producer, in New York for VistaVision bow, states that the company will release 22-24 top films in 1955 (page 22).

20th-Fox announces the elimination of 2-D shots, except Terrytoons (page 22).



Spyros P. Skouros, right, president, 20th-Fox, recently accepted in New York from Robert K. Christenberry, head, Broadway Association, a special award honoring the first anniversary of CinemaScope. The scroll was presented to him at the film company's New York home offices.

NEW YORK By Mel Konecoff

LAST WEEK SAW a triple "first" take place at the Radio City Music Hall. First, it was the world premiere of "White Christmas"; second, it was the world



KONECOFF

premiere of the first VistaVision feature; third, it was the first showing of a feature utilizing the Vista-Vision horizontal projector. A goodly number of press representatives were on hand, as well as a delegation from Paramount Pictures including Adolph Zukor, Barney Balaban, Don Hartman, and Loren Ryder. The latter four-some made themselves available for questions by the press following the first showing. Zukor thought the picture on the screen was so good that he was emotionally affected, he said, and he was proud that his company had the guts and courage to go ahead with work and experimentation until it achieved the result shown in the theatre that morning. He thought that the result gave more than the public expected to get for its money, and he stated that he would have paid the same tribute if the presentation were that of another company.

It developed that the picture shown was 59½ feet wide by 32 feet high and that it used 25 per cent less light than was used heretofore in showing pictures on the Music Hall screen. It was estimated that lens manufacturers would have to turn out better projection lenses in order to keep up with the improvements made at the studio in filming and in projection techniques.

The new horizontal projectors, which were ordered some four weeks ago from Century projector, and which were delivered several days prior to the opening, will be of considerable value in theatres with screens ranging in size from 50 feet to 120 feet with the latter size particularly applicable to drive-ins. Be-

Latest Bulletins

(Developments At Press Time)

Breen Quits MPAA Post; Shurlock To Head Code Group

NEW YORK—The board of directors of the Motion Picture Association of America approved the request of Joseph I. Breen to relinquish active direction of the Production Code Administration.

In announcing the board's action, Eric Johnston, MPAA president, said Breen would continue as special consultant to the PCA for the next seven years.

At the same time, Johnston said the MPAA board had approved the selection of Geoffrey M. Shurlock to succeed Breen as Code administrator.

Johnston praised Shurlock as an "extremely able, respected and experienced executive."

It was presumed that Breen will relinquish his MPAA vice-presidency, although it was said that no such action has been taken as yet. It was doubtful as to whether the vacancy caused by Shurlock's promotion would be filled at this time.

A motion picture industry veteran, Shurlock has served as Breen's assistant for the past several years. He joined the Code staff in 1932, after serving with Paramount. A native of Liverpool, England, Shurlock has lived in this country since he was a child.

fore, when a large screen had to be served, much definition, clarity, and color definition had to be sacrificed to get a bigger picture. Regulation VistaVision is claimed as particularly effective in theatres with a screen under 50 feet in width. With the new projectors, they tell us that sharpness, grain, depth of focus are excellent for any size screen.

The new projectors are expected to be particularly effective in drive-ins with better, sharper pictures and double the light presently available on standard projectors. It was thought that drive-ins in the midwest will be able to start their shows one-half hour earlier as a result of the stronger picture image. Film projected through the horizontal projectors will accept twice as much light without heat damage ordinarily encountered. The film runs through twice as fast and it is believed that the frames which are more than twice the regulation size do a better job in presenting the picture than if it were wider, such as 60mm.

The present cost of the projectors, which can only be used by a relative handful of indoor theatres in this country, is about \$2,000 but the cost may be brought down to \$1,500 apiece as compared with the \$1,000 paid for a regulation machine. There is room enough on the film for three standard sized optical sound tracks, and it was shown in an aspect ratio of 1.94 to 1 that day at the Music Hall. Incidentally, plans are presently in the drawing stage which will permit an attachment to a regulation projector to

(Continued on page 19)

Allied Approves Industry Regulation

To Press Congress For Passage Unless Alleged Abuses Cease; Distributors Scored

MILWAUKEE—National Allied, meeting last week at its silver anniversary convention, voted approval of a bill calling for regulation of interstate commerce in motion pictures by the Federal Trade Commission. This capped recent Allied efforts to end sales practices held objectionable.

The resolution requests the Allied board to seek to have the bill introduced into the next Congress and passed unless during the three months between now and when Congress reconvenes the board concludes that industry conditions have improved to a point "as to make resort to legislation unnecessary."

Delegates to the convention pledged that if the board concludes that theatres, particularly small town and subsequent run houses, can be saved only through government regulation, all Allied members will strive for the bill's passage.

The resolution also commended the Allied board "for dealing with the emergency so promptly and forthrightly," and also praised the group's special film committee which conferred with distributor sales heads in the hope of winning modifications of current distributor policies. A few members voted against the resolution. Leading the battle for its passage were Trueman Rembusch, Jack Farr, Horace Adams, and Ben Berger.

Addressing the conventioners was Senator Alexander Wiley, Wisconsin Republican, who helped in the fight to cut the admission tax. He was introduced by President Ben Marcus. Wiley paid tribute to the film industry as a real force in world affairs.

Results of the film clinics revealed the feelings of Allied members concerning alleged distribution abuses. Sig Goldberg, Wisconsin Allied president, presented the report in his capacity as clinic coordinator, and described as the "three biggest offenders" from the ranks of distribution were Columbia, Warners, and Paramount. Columbia took the worst rap from Allied as some members urged that the company's product not be booked. The general conclusion reached by the clinics, which Goldberg described as the most successful ever, was that "the majority of distributors are not giving the proper consideration to terms, adjustments, and clearance."

Columbia was scored with insisting upon "oppressive deals," with Warners said to be "extremely difficult to make deals with and almost impossible to get adjustments from." Paramount was charged with revealing "utter disregard" for the problems of all exhibitors, especially the small ones.

The report stated that complaints had been voiced as to a lack of communication between 20th-Fox territory offices and the New York office. It was said that very few small houses can afford to install

CinemaScope. The report added, however, that "Fox seems to be working out availabilities better than other companies."

MGM was praised as being the fairest company and was found "generally able to make equitable deals," although some complaints were reported that clearances were being disrupted by what was called "the no print gag." As for U-I, it was said that the company "seems to show less adherence to a national policy."

Resolutions were passed honoring past-presidents Colonel H. A. Cole, Abram F. Myers, and Sidney Samuelson, and the convention closed with the silver anniversary banquet, at which Esther Williams made a guest appearance.

Allied Board Plans Equipment Distribution

MILWAUKEE—Prior to the opening of the National Allied silver anniversary convention last week, the board discussed plans for the exhibitor group's entrance into the field of distributing low priced theatre equipment and supplies. Ben Marcus, president, stated that if a deal with manufacturers is concluded, Allied's name would be used as a brand and prices will be lower than competing items since distribution will be by Allied regional units operating on "almost a cooperative basis." He added that equipment would be available to all exhibitors, whether Allied members or not, on the same price basis.

It was reported that all units had endorsed the "declaration of emergency" calling for Federal Trade Commission regulation. The board also reaffirmed backing of the Makelim Plan, Distributors Corporation of America, and other new sources of product.

Next year's national convention is scheduled for the Sherman Hotel, Chicago. The board also voted to renew Allied's membership in COMPO for another year.

I N D E X

VOLUME 52, NUMBER 25 OCTOBER 20, 1954

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Product, Weather Aid B'way Grosses

NEW YORK—Good pictures and cooler weather were bringing out the crowds, and the Broadway first-runs all were doing much better business. The terrific bally on the simultaneous openings of Warners' "A Star Is Born," Paramount and Victoria, also helped.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"A STAR IS BORN" (Warners). Paramount was heading toward a \$115,000 opening week.

"A STAR IS BORN" (Warners). Victoria, playing this day-and-date with the Paramount, expected the opening week to hit \$46,000.

"WOMAN'S WORLD" (20th-Fox). Roxy garnered \$26,339 for Tuesday through Sunday, with third week anticipated at \$29,500.

"WHITE CHRISTMAS" (Paramount). Radio City Music Hall, with stage show, opened to \$108,000 for Thursday through Sunday with this first VistaVision production, and estimated that the first week would be between \$168,000 to \$170,000.

"SABRINA" (Paramount). Criterion anticipated the fourth week at \$35,000.

"REAR WINDOW" (Paramount). Rivoli was sure of \$19,000 on the 11th week.

"ADVENTURES OF HAJJI BABA" (20th-Fox). Globe dropped to \$9,000 on the second week.

"SUDDENLY" (UA). Mayfair was sure of \$30,000 on the second session.

"ON THE WATERFRONT" (Columbia). Astor reported \$25,000 for the 12th week.

"THE BLACK SHIELD OF FALWORTH" (U-I). Loew's State announced \$12,500 for the second, and last, week.

"BAREFOOT CONTESSA" (UA). Capitol garnered \$38,150 for the first four days of the third week, with this period sure to hit \$51,000.

Marcus told the convention that Independent Theatre Owners of New York and the Southern California Theatre Owners Association had advised Allied that they are in sympathy with the campaign against allegedly unfair film terms and the shortage of product. Marcus added, however, that neither Harry Brandt, ITOA, or Harry Arthur, SCTOA, mentioned the Allied federal regulation plan.

According to the Allied president, "If the distributors came up with alternatives to the arduous film terms they are now asking which offered the exhibitors an opportunity to make a reasonable profit, there would be no need to go to the government for help." He also said that Allied would back arbitration if it would include sales policies or film terms.

Highlight of the opening day was the keynote address of Abram F. Myers, general counsel, who discussed the possible ramifications of industry regulation by the government and added that the most important problem facing exhibitors is the shortage of product, severely limiting the bargaining power of theatres. He stressed that the board was not committed to government control but drafted the bill to find out what the gathering thought concerning the matter. Myers discounted

(Continued on page 18)

DCA To Expand Production To 12, Set Up Five Key City Offices

HOLLYWOOD—Fred Schwartz, president, newly formed Distributors Corporation of America, at a press conference last fortnight revealed that the company's program of 10 major features may be expanded to 12 over the next two years, with an average production budget of \$800,000 to \$1,000,000. He also stated that several deals were pending with independent producers for DCA release of their product. Already set is the release of Alan Dowling's documentary, "Hunters Of The Deep."

Schwartz said that the firm would concentrate in first launching its product with heavy advertising-publicity campaigns, and sell via their own key city salesmen about 3,500 situations, which comprise about 75 per cent of the domestic gross and can be reached through only 250 direct sales. He added that he and sales head Charles Boasberg feel that thus launched the rest of domestic sales can be farmed out to individual selling organizations, and with the impetus of the first-run campaign, can be sold automatically. Schwartz also revealed that plans call for release dates to be staggered regionally to cut down the considerable cost of prints.

DCA intends eventually to have five offices throughout the country including New York, locale of company headquarters, Chicago, San Francisco, Dallas, and Atlanta. Advertising is to be handled by the Monroe Greenthal Company.

With a great many exhibitors financially interested in DCA, Schwartz emphasized that the legal interpretation of government consent decrees will not be violated since there is no priority clause in the contracts between exhibitors and the company. All product will be sold on the open market on its individual merit.

As for the increasingly important foreign market, DCA envisages a country by country deal, with top distribution agencies in each country handling DCA product. This will allow better coverage and eliminate the necessity of setting up offices in each country.

DCA's program will start with "Long John Silver," set for Christmas release. In the works are "Finian's Rainbow," a cartoon feature; "I Am A Camera," filmization of the John Van Druten stage success, a Moulin production to star Julie Harris, Shelley Winters, and Laurence Harvey; and "The Viking," to be made in Norway.

Schwartz stated that he believed TV to be a tremendous source of talent, writers, and directors for motion pictures of tomorrow, with audiences educated by TV to know values in motion pictures becoming the moviegoers of tomorrow.

Boasberg Boosters Set

NEW YORK—Special groups of exhibitors from Buffalo, Albany, New Haven, and Philadelphia were formed for attendance at the testimonial luncheon for Charles Boasberg on Oct. 21 at the Hotel Astor.

Walter Reade, Jr., Samuel Rinzler, and Joseph Seider are co-chairmen. Seider also is serving as treasurer.

Aircraft Group Asks Drive-In Locations

NEW YORK—Walter Reade, Jr., president, TOA, in a bulletin issued last week to all drive-in owners and operators, stated that the Aircraft Owners and Pilots Association had asked the exhibitor organization to assist in obtaining the exact longitude and latitude of the nation's outdoor houses because they are such distinctive landmarks from the air. Exhibitors were asked to forward this information to TOA New York headquarters.

Reade advised drive-in operators that they could obtain the exact longitude and latitude of their houses through the local or county engineer's offices.

Brandt Supports NT Production

NEW YORK—Harry Brandt, president, Independent Theatre Owners of New York, in a telegram sent last week to Herbert Brownell, U.S. Attorney General, and Stanley Barnes, Assistant Attorney General, urged support of the petition by National Theatres asking permission to finance and produce feature films.

Brandt called attention to the current product shortage and added that rental terms are geared to a seller's market. Justice Department refusal to grant NT's petition, he maintained, "will actually serve to restrain trade whereas favorable reception of this petition and that of others similarly situated will do much to promote much needed competition in the production of motion pictures."

RKO Backlog Not For TV

NEW YORK—J. R. Grainger, president, RKO, announced last week that rumors to the effect that the company is considering selling its backlog of film to television or any other distribution organization are entirely in error. Grainger said, "The RKO backlog of over 800 films is not for sale. RKO has never considered selling these films to anybody, nor is RKO negotiating with anybody for their sale."



Herman Robbins, president, National Screen Service, was recently selected general chairman, 16th annual showmanship dinner, Motion Picture Pioneers, which will honor Si Fabian as "Pioneer of the Year" when held at the Hotel Astor, New York, with industryites attending.

City, Exhibs Clash Over N.Y. Tax Yield

NEW YORK—With theatremen last week disputing the validity of their estimates, city officials announced that movie tax collections for July and August indicate yearly returns in excess of the \$5,500,000 predicted by Budget Director Abraham D. Beame.

Released figures showed that the motion picture houses paid the city \$779,358 to cover the tax for the two summer months and that they were liable for an additional \$124,811 held by them pending adjudication of a Supreme Court lawsuit.

City officials pointed out that the tax yield may well exceed the \$5,500,000, basing their opinion on the assumption that July and August are low-yield months and that the theatres will do better business during the rest of 1954-55.

The \$124,811 withheld by the theatres represents "breakage" on the tax required to collect on admissions of 50 cents or more. They must in such cases collect an additional cent when the tax calls for payment of a fractional amount of one-half cent or more.

A Supreme Court decision now under appeal by the city held that collection of this "breakage" would make the tax more than five per cent and was therefore illegal. The city is confident that this ruling will be reversed by the appellate courts.

Exhibitors contend that July and August were exceptional months and that a return to normal theatre business will drop the yield below city estimates.

Arnall Withdraws Complaint

NEW YORK—Ellis G. Arnall, president, Society of Independent Motion Picture Producers, announced last week that his organization will ask the Federal Trade Commission for permission to withdraw its complaint calling for an investigation of the MPEA's French film agreement. The action is believed to have followed Johnston's recent report that the MPEA board and he were in accord in opposing subsidies in future film agreements.

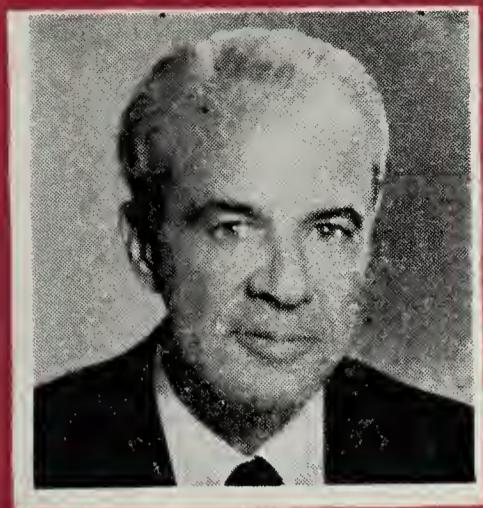
Arnall revealed that his organization had been informed by the State Department that the government is "opposed to artificial barriers which impede the flow of trade and prevent the best utilization of the resources in the free world."

The State Department, however, emphasized that the department's remarks concerning its opposition to subsidies was general and did not refer specifically to the French agreement referred to in SIMPP's original FTC complaint.

The FTC, meanwhile, announced that the SIMPP complaint was being studied to determine whether investigation and hearings were warranted. It is conceivable that the FTC could decide to investigate despite Arnall's request.

High Court To Hear Poster Suit

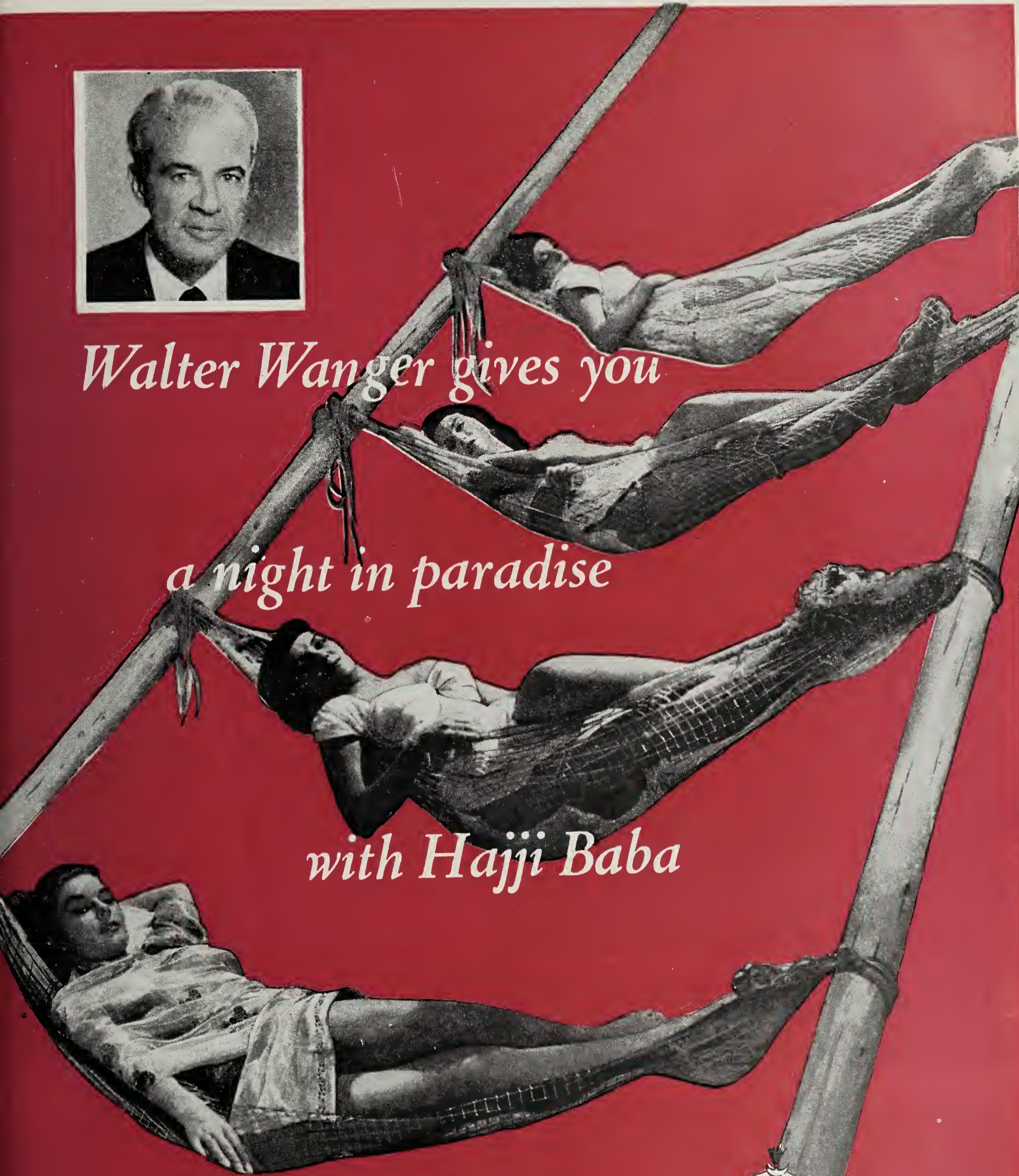
WASHINGTON—It was reported last week that the Supreme Court had granted Independent Poster Exchange, Philadelphia, a writ of certiorari in the National Screen Service suit, thus taking up the appeal of counsel for IPE, Gray Anderson, Schaeffer and Rome, Philadelphia.



Walter Wanger gives you

a night in paradise


with Hajji Baba



come weeth me to ze CASH-BOX!...



please turn...



for the first time
CINEMASCOPE unveils
*the eye-filling opulence...
the magic enchantment...
the sensuous wonders
of the Exotic East!*

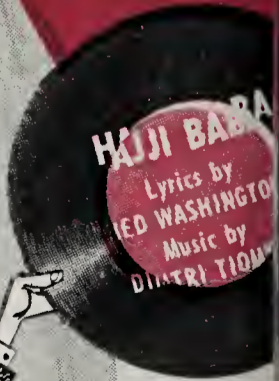


SEE the dreaded, wild
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**MAGAZINE'S PICTURE
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Big color layout in LIFE's
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selling this fabulous
entertainment now!



**NAT "KING"
nation
"HAJJI BABA"**

SEE the siren dance
of the slave-girl Ayesha!



SEE the fabulous
slave markets of Ispahan!



WALTER WANGER presents

The Adventures of

HAJJI BABA

COLOR BY DE LUXE

CINEMASCOPE

starring JOHN DEREK • ELAINE STEWART

Produced by Allied Artists Pictures Corp. • Released by 20th Century-Fox

Directed by DON WEIS • Screen play by RICHARD COLLINS • Music written and directed by DIMITRI TIOMKIN

FREE!

NAT "KING" COLE RECORD!

Start plugging your date now with the novelty song that's sweeping the country! **START PLAYING IT NOW** at candy breaks, intermissions . . . and over your lobby P. A. system. Plant it with local disk jockeys!

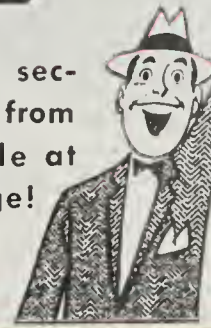
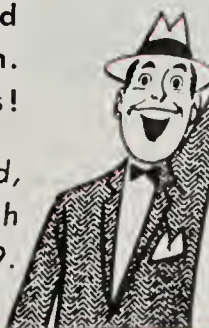
As soon as your date is confirmed, contact **RADIO-TV Dept.**, 20th Century-Fox, 444 W. 56 St., N.Y. 19.



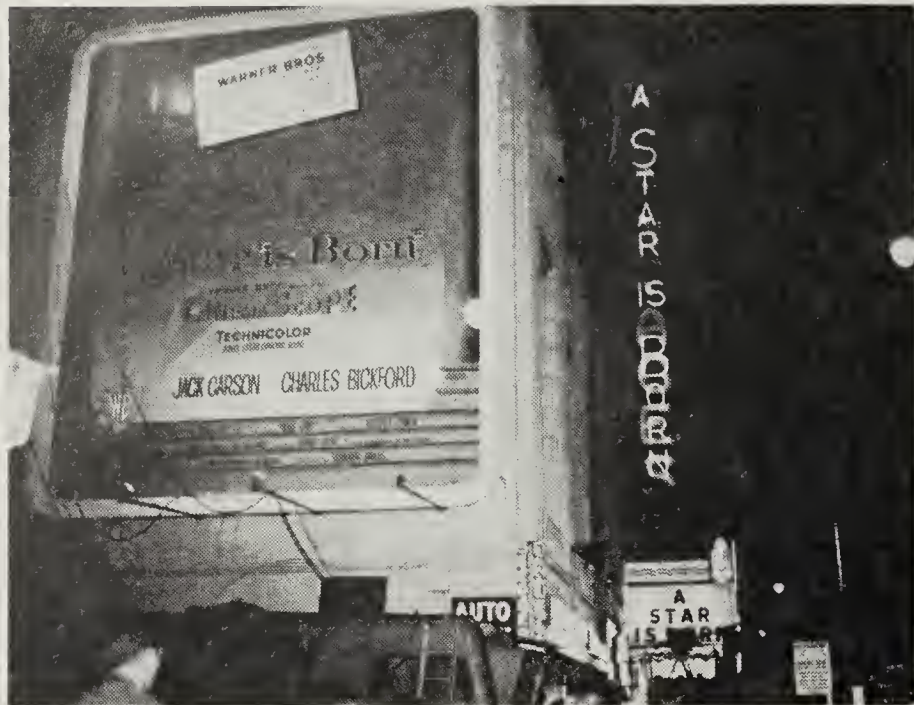
E sings the
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the picture!

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60 seconds and 20 seconds! Actual scenes from the film! Available at your 20th exchange!



**"it's a
pleasure
to do
business
with
20th!"**



Hollywood was the scene of one of the industry's most eagerly awaited world premieres when Warners' "A Star Is Born," in CinemaScope and Technicolor, marking Judy Garland's return to the screen, opened at the RKO Pantages, attracting a record number of more than 250 stars and celebrities and telecast from coast to coast. Eager crowds lined the area.



Shortly after the Hollywood bow, the production, starring Miss Garland and James Mason, hit Broadway with a colorful dual New York premiere at the Paramount and Victoria. The gala event was accorded extensive coverage by television, radio, and the press as stars from all fields turned up for the festivities which tied up Broadway for three mad hours.

MOTION PICTURE
EXHIBITOR

FEATURE

A Star Is Reborn From Coast To Coast

ONE of the screen's great classics is "A Star Is Born," and in the eyes of industryites and just plain fans everywhere, no more fitting vehicle could have been found to mark Judy Garland's return to the screen.

Allotting a record \$6,000,000 budget for the film, Warners dressed it up with CinemaScope and Technicolor, added such boxoffice power as James Mason, Jack Carson, and Charles Bickford, and then presented this sparkling package to premiere audiences in Hollywood and New York.

The world bow took place at Hollywood's RKO Pantages, attracting a record number of more than 250 stars and other celebrities. Shortly thereafter, the formal opening in New York

took place with a gala dual premiere at the Paramount and Victoria. Mort Blumenstock, Warners' vice-president in charge of advertising and publicity, and his staff worked tirelessly on the coast to coast openings, and their efforts resulted in an unprecedented amount of coverage from all media, with network coverage provided by radio and TV, plus newsreels. Interest in the premiere activity was so high that special pressrooms were provided at both New York theatres for the convenience of the newspapermen covering the event.

Miss Garland attended both openings with her husband, Sidney Luft, who produced the film, and huge crowds were on hand on both coasts to tie up traffic and cheer their favorites.



The Hollywood bow drew what appeared to be all moviedom with the huge crowd outside the theatre roiling loud cheers as their favorites arrived. Here, Jack Warner, Warners' production chief, welcomes Miss Garland and her husband, Sidney Luft, who produced the colorful "Star" remake.



Among the celebrities attending the New York opening were Maja Albert Warner and Ben Kalmenson, Warners distribution vice-president.



The sky over the "Great White Way" was bright with searchlight beams, the street seething with eager crowds, and the Paramount and Victoria

flooded with celebrities as the double premiere hit Broadway. Seen is some of the mob at the Victoria as "A Star" turned night into day.



Noted, left to right, at the Paramount are George Jessell, TV master of ceremonies, Robert Shapiro, Paramount managing director; actress Arlene Francis; Kitty Carlisle and her husband, Moss Hart, screen play writer.



Warners' personnel who proudly attended the gala opening in New York included, left to right, Jules Lapidus, eastern and Canadian division sales manager; Mrs. Lapidus; and Ben Abner, metropolitan branch manager.



Martin Block, who was master of ceremonies for the telecast at the Victoria, gets a few highlights on the filming from Luft and Miss Garland.



Among the stars attending the RKO Pantages world premiere were Jack Carson, featured in the Warners' film, and his wife, Lola Albright.



Kalmenson, attending the "Star" showing in New York, discusses the huge turnout with Max Fellerman, general manager, City Investment Co.



The search for the big and unusual in motion pictures goes on.

One recent result of that search was Warner Bros' presentation of 'The High and the Mighty.'

Now the same producer-director, William A. Wellman, brings you another great story of human emotions caught off-guard. The result is **THE MOST STARTLING LOVE STORY OF THE WEST EVER WRITTEN OR FILMED.**



Six weeks from now you'll follow the 'Track of the Cat'

WARNER BROS. PRESENT

ROBERT MITCHUM · TERESA WRIGHT

WILLIAM A. WELLMAN'S

Track

OF THE

Cat

CINEMASCOPE

WARNERCOLOR AND STEREOPHONIC SOUND

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DIANE



...it all happens when the man in the scarlet mackinaw hears the shanty-girl say: "What do you want... isn't there anything you want bad enough to ask for it?"

LYNN · TAB HUNTER

WITH BEULAH BONDI · A. I. BEZZERIDES · A WAYNE-FELLOWS PRODUCTION · DIRECTED BY WILLIAM A. WELLMAN · PRESENTED BY WARNER BROS.



The International Scene

Canada

Theatre Gross Rises As Attendance Drops

TORONTO—Despite just a three per cent increase in Canada's theatre gross in 1953 over that of 1952, predictions were going out last week for a 10 per cent increase in this year's gross over that of last year. The figures from the Dominion Bureau of Statistics, which are only preliminary, bear out some pessimistic predictions of last year, that business was down. Yet, with the increase in the number of theatres, particularly among the drive-ins, and a rise in immigration, the theatre gross is up.

In 1953, receipts totalled \$109,072,528, as contrasted with \$105,459,183 in 1952, but there were 138 more places of exhibition. Indicative of the blues song for 1953 is the fact that total attendance was down one per cent from the year previous. Unemployment, TV, and other adverse elements certainly showed their ugly faces in the 1953 gross figures.

This drop in attendance was the second in more than 20 years, the other being in 1946, when people were able to take trips, and that meant away from the theatres particularly.

For admissions of all types, 259,346,837 passed through the turnstiles in 1953 as contrasted with 262,963,287 in 1952. Thus in 1953 the industry lost 3,616,450 paid admissions in a year but added \$3,613,345 to its gross, probably through advanced admissions, with road shows an important factor. And this business was spread over 3,554 places of entertainment, just 138 more places than the previous year.

Drive-ins reported an increase in paid admissions from 8,379,586 in 1952 to 11,134,788 in 1953, while receipts expanded from \$4,409,426 to \$5,862,920. The paid admissions for community enterprises advanced from 5,363,564 to 5,647,668, while receipts grew from \$1,702,824 to \$1,851,685. For halls serviced by itinerant operators, paid admissions declined from 1,487,420 in 1952 to 1,381,655 in 1953 while receipts fell from \$495,584 to \$468,562.

Total amusement taxes paid were \$13,582,540, with Ontario the only one to show a decrease in total receipts (excluding taxes) in 1953 as compared with 1952. In Ontario, Quebec, and Newfoundland there were decreases in number of paid admissions. The decline was 2.2 per cent in Ontario, although there was an increase of 13.2 per cent in Nova Scotia.

Canadian Comment

With the national meeting of the exhibitors in Canada in the offing, this is the time of year when most of the various provincial associations gather together to map out their presentations for action at their national association as well as to the Canadian Motion Picture Industry Council. In Regina, the Saskatchewan Motion Picture Exhibitors Association seeks to protest the number of road show attractions foisted upon them or do with-



London took very well recently to Columbia's "The Black Knight" as can be seen from the line waiting to get into Gaumont's Haymarket.

out the regular films. This matter was taken up without success at last year's meeting of the CMPIC. The Saskatchewan association also seeks to have the distributors use plastic cases for the shipping of film. Another dislike of the Saskatchewan group was the feeling that the National Film Board was encroaching on the rights of private enterprise. There has been some pressing by service clubs on the exhibits that they should play more NFB subjects. In Edmonton, the Alberta Motion Picture Exhibitors called for the lowering of the age for attending adult shows from 16 to 14, and removal of the amusement tax from tickets up to 50 cents or a five per cent reduction. The Alberta exhibitors look for a general revision of the Amusement Act in their province along the lines of the Ontario act. A resolution was passed by this group asking that distributors give consideration price-wise to special operations problems of the smaller operators. They returned His Worship Mayor A. W. Shackelford of Lethbridge to the office of president for his 11th successive term in the ATA's 11-year existence. The vice-presidents are Doug Miller, Taber; D. C. Fox, Pincher Creek; D. A. Boyle, Macleod; and W. H. Wilson, Edmonton. B. H. Wiber was elected assistant secretary. J. D. McKenzie, Estevan, was elected to the presidency of the Saskatchewan association to replace vacancy left by the retirement of W. E. Winterton, Saskatoon. J. Ludholme, Swift Current, is vice-president, and J. Heaps, Regina, secretary-treasurer. Directors are J. D. Watson, Regina; W. Winterton, Saskatoon; I. Reinhorn, Regina; W. Pyle, Rockglen; D. Hood, Hudson Bay; R. D. Armstrong, Whitewood; M. Crawford, Watrous; H. S. Humphries, Grenfell; C. V. Marshall, North Battleford; G. R. Miller, Wynyard; G. M. Miller, Kelvington; H. Durham, Shannavon; H. Falconer, Tisdale; H. Gunn, Regina; and J. King, Yellowgrass.

Fred Fink, now in partnership with Sam Ulster in the operation of the Astor, Toronto, has joined Jack Clayman to operate the former Bluebell, also in Toronto. He has renamed the theatre the Gay, re-opening with a gala stage show. The house will present Foto-Nite weekly. The renovations, combined with the taking over of the Carlton by the CBC and the

closing down of the Eclipse, augers well for the future of the house. Fink started off in the business as a shipper with Columbia.

A "Family Night" for a buck is being conducted by the Rex, Tecumseh, taking a leaf out of drive-in operations. Every Monday the whole family comes through the door for a dollar. The regular price scale has also been reduced. . . . On the trains and planes are N. A. Taylor and Doug Rosen, to New York and back, as were Leslie and Harry Allen, Cardinal Films. Jack Labow, RKO, was in Montreal, then headed to western Canada, while Jay L. Smith, Alliance Films, took in a week in Gotham with his wife, and Murray Sweigman tried out Montreal. Peter Meyers took a golf tour in the states, and a group of Famous Players executives were in the Maritimes.

CINE CHATTER: Life-time guest cards for admission to the Toronto clubrooms of the Toronto Tent of Variety have been presented to George Shepherd, manager, Odeon, and Art Cauley, manager, Paramount, both of Peterborough, where a special show was held in aid of Variety Village. The show raised \$550 for the fund. . . . Closed in B.C. because of a fire is the Grand Forks Drive-In. . . . The Golden Mile, a new house located in the heart of the Golden Mile Shopping Centre in suburban Toronto, opened with Joe Schmidt as manager. Principal Investments, Ltd., operators of the centre, will operate the theatre. . . . The latest Eye-witness releases from the National Film Board include a study of a workshop of crippled civilians in Toronto. . . . A nautical flavor is added to the latest 26-week Odeon Better Management Contest in which \$3850 in prizes are being offered managers, assistant managers, theatre staffs and supervisors. . . . A Toronto actor, Lorne Greene, who has already played in WB's "Silver Chalice," made a quick journey to Hollywood for the principal character role in Columbia's "Tight Spot," starring Ginger Rogers and Edward G. Robinson. . . . A mayoralty candidate in Montreal will be a member of the Board of Cinema Censors of the Province of Quebec, Jacques Sauriol, 43. Sauriol has twice been an unsuccessful candidate for the Legislative Assembly. . . . Another candidate in civic elections is Don Summerville, hard-working Variety Club worker and theatreman in Toronto, who will run for an aldermanic spot on the local council. . . . A ruling of the Ontario Censor Board of some years ago, that foreign films must have English subtitles, has been reimposed. Among those films excepted from the ruling are dubbed versions of Hollywood films and possibly operas. Purpose is to simplify the censor's work, with most films affected being small-gauge. It is compulsory to provide a script or dialogue sheet with each foreign film submitted for censorship.

—HARRY ALLEN, JR.

England

In London, Walter Branson, RKO world-wide general sales manager, and Joseph Tushinsky, co-inventor of Superscope, answered questions of the British trade

(Continued on page 23)



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Allied Artists Sales Heads Hear Report On 37 Films For 1954-55

CHICAGO—Thirty-seven films for the 1954-55 season, 12 of which will spearhead releases during the next 10 months, were announced last week by Walter Mirisch, executive producer, at the annual Allied Artists' national sales convention in the Blackstone Hotel.

Of the 12 pictures spearheading releases between now and August, Mirisch revealed, at least one will be in CinemaScope, three will be in Technicolor, and in the entire new product there will be diversified subject matter.

Ten of the 12 already have been filmed. They and the months of their release are "The Human Jungle" and "The Bob Mathias Story," October; "Cry Vengeance," Mark Stevens starrer, and "Target Earth," November; "Tonight's The Night," in Technicolor, with David Niven, Yvonne De Carlo, and Barry Fitzgerald starred, December; "The Big Combo," starring Cornel Wilde, Jean Wallace, and Richard Conte, January; "The Annals Story," in Technicolor and starring John Derek, Diana Lynn, and Kevin McCarthy, February; "John Brown's Raiders," with Raymond Massey, Debra Paget, and Jeffrey Hunter in the star roles, March; "Shotgun," in Technicolor and starring Sterling Hayden, Yvonne De Carlo and Zachary Scott April; and "The Black Prince," in CinemaScope with Errol Flynn, Jeanne Dru, and Peter Finch starred, May.

To be readied for release in June and July, respectively, are "Ho'd Pack The Night" to star Richard Easheart and Neville Brand, and "Mother-Sir," to be produced by Walter Wanger with John Bennett starred. Also to be made for the new season is "Wichita" to be in CinemaScope with Mirisch as the producer.

Other forthcoming large-scale productions will include four in Technicolor, "Yellow Knife," to be produced by Wanger; "Legionnaire" and "African Fury," each of which Richard Heermance will produce; and "The Green Hills Of Idaho," which Scott R. Dunlap will produce.

Scheduled also for filming are "Phoenix City," with which Samuel Eischoff will make his debut as a producer for Allied Artists; "Gun Point," which Vincent M. Fennelly will produce; "General Hospital," with Hayes Goetz as producer; and "The Atomic Submarine."

In addition, producer Lindsley Parsons will provide "Massacre At Dragoon Wells," to star Barry Sullivan; "Today Is Forever," "Desperate Women," and "The In'ruder."

Producer William F. Brody will contribute "Singapore East," starring Erick Crawford; "Dangerous Assignment," with Brian Donlevy starring; "Port Of Hell," with Dane Clark, Carole Mathews, and Wayne Morris in the star roles; and "Sweet Charity," with Richard Conte starred.

The program will be completed with four "Bowery Boys" comedies, the first of which will be "High Society," with Ben Schwab producing and Leo Gorcey and Huntz Hall starring; two films to star Bill Elliott; and two in the "Bomba, The Jungle Boy," series, starring Johnny Sheffield.

Steve Eroidy, president, and William I. Rodgers, who recently joined the company in an advisory and consultant capacity, addressed the sales force representatives.

The sessions were opened by Edward Morry, vice-president, who introduced Morey R. Goldstein, vice-president and general sales manager, presiding at the meeting, attended by AA home office and branch personnel.

Goldstein discussed sales plans for the new season and current liquidations. Following his address, he introduced John C. Flinn, director of advertising and publicity, who outlined general advertising and promotional plans for the coming year.

Prior to Mirisch's address, regional sessions were conducted under the aegis of L. E. Goldhammer, eastern division sales manager; James Prichard, southern division sales manager; and Harold Wirthwein, western division sales manager.

SMPTE Honors Grignon

LOS ANGELES—The Society of Motion Picture and Television Engineers announced last week that Lorin D. Grignon has been named as recipient of the 1954 Samuel L. Warner Memorial Gold Medal Award for work over a 10-year period in the development of systems and techniques for the application of stereophonic sound to motion pictures.

Grignon, development engineer on the research department staff of 20th-Fox, received the award formally at the Ambassador Hotel, during a luncheon which opened the society's 76th semi-annual convention.

SW Signs With Makelim

MILWAUKEE—John Wolfberg, vice-president, Make'im Productions, announced last week that Stanley Warner Theatres, in a deal involving more than \$500,000 in film rentals has signed to play Hal Makelim's lineup of features in more than 200 theatres.

Wolfberg also reported that SW had checked with the Justice Department, which had approved the arrangement. S. H. Fabien, Nat Fellman, and Dan Tricster negotiated the deal for SW.

Youth Likes Movie News, COMFO Ad States

NEW YORK—The 28th in the series of COMFO ads being published in Editor and Publisher last week pointing up the interest young people have in motion picture news.

Under the heading, "Youth Should Be Served," the ad says, "Young people are ardent motion picture enthusiasts. Therefore, newspapers are certain to capture their reading interest by printing more picture news."

As proof of the soundness of its reasoning, the ad cites the results of a recent survey by the Cleveland Press which interviewed boys and girls between the ages of 13 and 19 over a period of one month in the paper's home county. Close behind the sports page in readership was the movie department.

"Luther" Distributors Named

NEW YORK—Cresson E. Smith, general sales manager, Louis de Rochemont Associates, announced last week a series of changes and additions in his organization of field representatives for the selling of "Martin Luther."

Robert I. Kronenberg, Manhattan Films International, Inc., Los Angeles, has been named to represent the Los Angeles territory. In Cincinnati, Edward Salzberg, Screen Classics, Inc., will represent the picture. David Emanuel, Phoenix Films, Inc., New York City, will sell the picture in the Albany and Buffalo exchange areas. Key Film Exchanges, Atlanta and New Orleans, will cover those territories. Frank Mantzke, Minneapolis, has been named to represent "Martin Luther" in the Milwaukee zone; Bernard Rubin, Imperial Pictures Company, Cleveland, will sell the picture in that territory; and John Kane, Concordia Pictures, Indianapolis, will sell the film in that exchange area.

The Long "Star"

NEW YORK—Warners denied last week that "A Star Is Born" has been cut by almost 40 minutes, but too late for the New York opening. The report was published, but a company spokesman said the time was still 182 minutes.

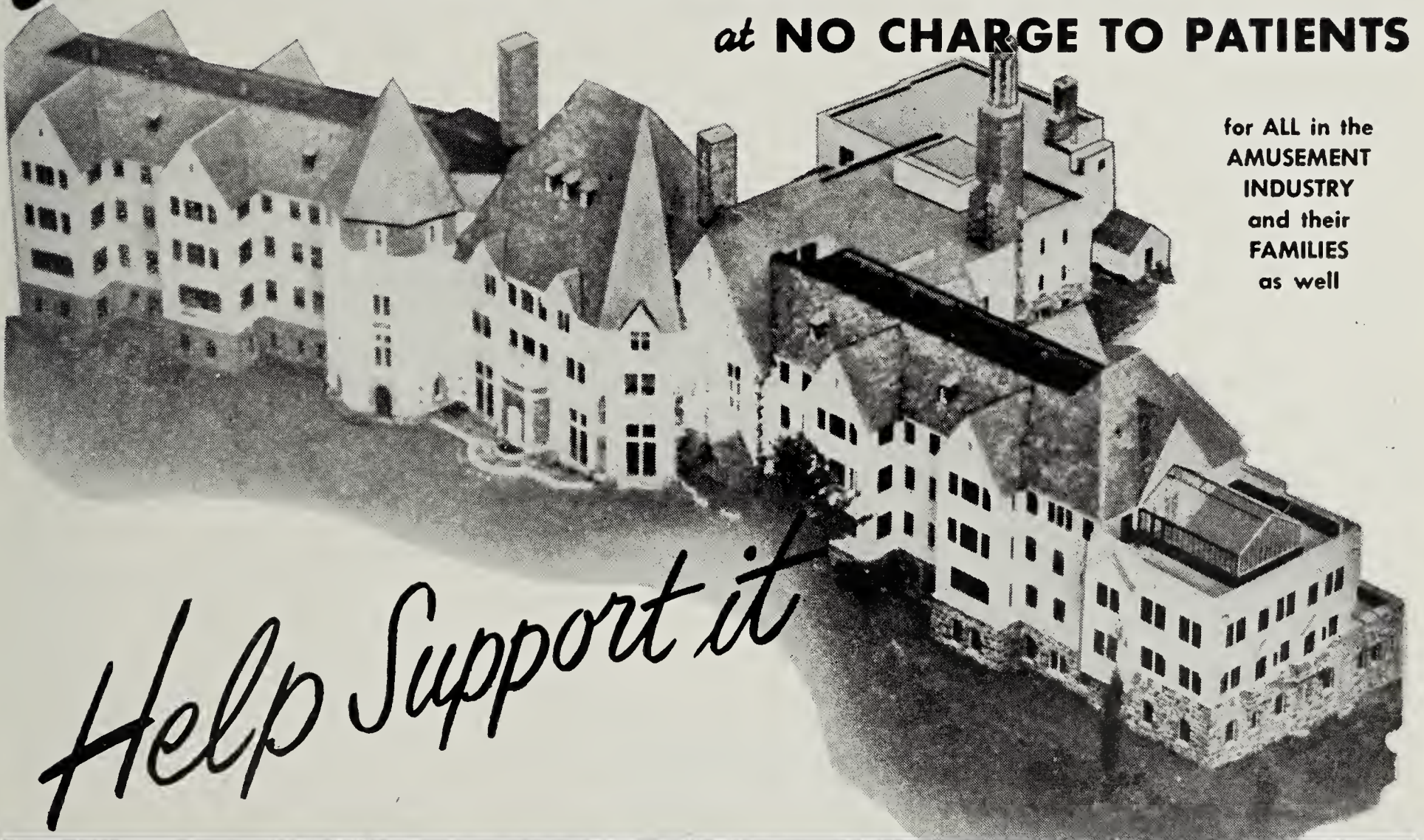
This Was The Week When

Sig Schlager, general manager, Frize Pictures, Inc., reported that the company has moved onto the RKO lot to produce three pictures in 1955, probably for RKO release . . . "Desperate Decision," a French production, was set by Times Film Corporation to follow "The French Touch" into the World, New York. . . . Radio City Music Hall opened Paramount's "White Christmas" with the first horizontal VistaVision projector. . . . UA revealed that Hecht-Lancaster's "Vera Cruz" would be made in Superscope. . . . Warners' board declared a stock dividend of 30 cents per common share, payable on Nov. 5 to holders of record on Oct. 19.

Columbia completed a 56-minute trailer heralding its new product and set the first screening for the forthcoming TOA Chicago convention. . . . Stanley Warner Corporation held a conference of theatre zone managers and home office executives in New York. . . . The world premiere of 20th-Fox's "Desiree," originally announced for Nov. 9 at the Fox, San Francisco, was postponed to Nov. 16. . . . Phil Willecox, Parents' Magazine director of motion picture relations, announced that Michael Myerberg's "Hansel And Gretel" had been chosen the outstanding family movie-of-the-month. . . . Producer Joseph Kaufman revealed that DCA, western hemisphere distributor, and 20th-Fox, eastern hemisphere, have completed arrangements for simultaneous premieres of "Long John Silver" in New York, London, and Sydney, Australia, during the Christmas season.

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Allied

(Continued from page 5)

claims that government regulation would mean an end to free enterprise, charging that distributors "are rapidly eliminating all profits from theatre operations or are reducing them to a bare subsistence level." Without the profit motive, he asserted, there was no such thing as free enterprise.

He also stated that regulation by the FTC was legal since any business can be regulated which the government feels to be affected with a public interest. He also opined that the FTC was a better agency for industry regulations than the Justice Department since "the Commission may hold a trade practice conference with both distributors and exhibitors present so as to avoid the errors and weaknesses that crept into the consent decrees which were drafted . . . without exhibitor participation." He also said that a Commission of five members would be harder to control than an executive department presided over by a single cabinet officer.

Myers said that he had made no provision in the bill for regulation to include regulation of admission prices because he did not believe theatres were engaged in interstate commerce and "are not exercising monopolistic powers or committing any acts requiring that they be regulated in the public interest.

The board chairman and counsel reviewed Allied's efforts on behalf of the independent exhibitor, decried the death of product, and asked the convention to join him in honoring Colonel H. A. Cole, "symbol of the idealism, integrity, and devotion that characterizes Allied."

Addressing the convention later was William F. Rodgers, advisor to the Allied Artists management, who called for cooperation between exhibition and distribution, stating that "incentive must be given to the theatre owner to extend his ordinary playing time that producers may be encouraged to continue in their efforts to seek only the best ingredients necessary to insure top boxoffice attractions." Rodgers added that he did not think it a healthy situation when one branch of the industry profits at the expense of another.

He said that the most serious problem confronting the industry was the wide difference between buyer and seller and deplored the lack of a workable system of arbitrating trade differences. Rodgers added, "Government regulation or intervention does not seem to me to be the solution, but more satisfactory is a meeting of minds for the general benefit of all."

Rodgers commented on his association with AA, and expressed optimism concerning the industry's future and confidence that it could offset competition of other media.

Joining Rodgers in warning conventioners of the dangers of government regulation was William C. Gehring, 20th-Fox executive general sales manager, who urged that industry differences be settled around the conference table. Convention delegates greeted Gehring's remarks appreciatively, but Allied leaders answered that repeated efforts to reach an understanding with distributors had failed, leaving federal regulation the only way open.

Gehring also emphasized that he would not favor an arbitration system applying itself to film terms. He also stated that forcing of features or shorts was not the policy of his company. He urged Allied to "try arbitration." He stated that even if they did not get everything they want from such a system at once, it might lead the way to satisfactory settlement of industry troubles. He emphasized that 20th-Fox wants exhibitors to realize a fair and honest profit on their investments as no business can survive if its customers are permitted to die.

Concerning complaints from the floor conveyed by Jack Kirsch, Illinois Allied president, that theatres grossing \$1,000 per week or less were still unable to buy CinemaScope films flat, Gehring answered that the company was still in the process of finding out what was fair in marketing new product, and any exhibitor can make a deal on any basis for 20th-Fox product provided only that it is fair.

Bennie Berger, North Central Allied president, remarked that if all companies followed the same policy as 20th-Fox, Allied would have no need to go to the government. Convention speakers also lauded the policies of MGM, but Columbia was severely criticized from the floor, with much of it resulting from the inability of Abe Montague, Columbia general sales manager, to attend the meet after being listed as one of the speakers.

In a wire sent to the convention, Montague stated that he had to participate in legal matters which could not be postponed. He added that Allied had unfairly presented Columbia's position on the visit by an emergency Allied committee and emphasized that his door was always open to exhibitors with justifiable complaints.

Horace Adams, president, Independent Theatre Owners of Ohio; Irving Dollinger, Allied of New Jersey; and Trueman Rembusch, Indiana Allied, replied to Rodgers and Gehring by stating that efforts to reach agreement with distributors via the conference table had repeatedly failed. Adams asked the convention to approve the bill for government regulation.

Speaking on the all-important product shortage, in addition to Rodgers, were Charles Boasberg, Distributors Corporation of America general sales manager; and Hal Makelim, producer. Boasberg invited the exhibitors to subscribe for DCA stock and described the company's forthcoming product, and Makelim thanked Allied for its support of his production plan, disclosing that all 12 films on his schedule will be made in this country.

It was also revealed that a telegram from Walt Disney Productions disclosed that "20,000 Leagues Under The Sea," following its release in CinemaScope with stereophonic sound, will be made available with optical sound and standard prints. It was understood that Allied was pressing for simultaneous release of different types of prints.

An answer was also received from TOA, which had been invited by Marcus to participate in the emergency effort currently going on and aiming toward possible regulation of the industry. Walter Reade, Jr., TOA president, advised that the matter would receive consideration at the forthcoming TOA Chicago convention.

About People

NEW YORK—Robert E. Gips, assistant to Harold Danson, National Screen Service television department, has joined Mel Gold Productions in an executive capacity, it was announced by Melvin L. Gold, president, last week. Gips' immediate assignment will be directed at the supervision of production of television film commercials, currently in work. In announcing Gips' affiliation with his organization, Gold stated that although Gips' current title will be production supervisor, he will function as a general executive assistant, and will be active in the production of live television shows, industrial films, TV film programming and other production matters.

NEW YORK—H. M. Bessey, executive vice-president, Altec Service Corporation, last week announced the appointment of C. S. Perkins as operating manager of the organization. Perkins replaces E. O. Wilschke. He has been division manager of Altec's northeastern division since 1947, in charge of field engineering activities in the territory embraced by metropolitan New York, Connecticut, and Massachusetts. Prior to this, he occupied the post of manager of the company's commercial engineering department.

NEW YORK—Jonas Rosenfield, Jr., IFE national director of advertising, publicity, and exploitation, announced last week that Sid Mesibov has been appointed to handle the national launching of IFE's Pathecolor feature, "Theodora, Slave Empress," as special exploitation coordinator. Mesibov will work with Bernard Lewis, company exploitation manager, in the extensive campaign.

NEW YORK—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., announced last week that he has requested Robert H. O'Brien to return to the home office. Goldenson stated that developments within the company made it desirable to have O'Brien free of other requirements to concentrate on his duties as financial vice-president.

NEW YORK—John H. Harris, president, Harris Amusement Company, Pittsburgh, last week accepted the chairmanship of the motion picture industry's 1955 campaign for the National Conference of Christians and Jews. George Hoover, Variety Club International chief barker, will serve as vice-chairman.

NEW YORK—Leo F. Samuels, president, Buena Vista, Walt Disney distributing subsidiary, announced last week that James V. O'Gara has been appointed special home office sales representative. O'Gara will headquarter here, where his activities will be directed by Irving H. Ludwig, domestic sales manager.

HOLLYWOOD—Richard Mahn, associated with RKO for the past 23 years in a variety of executive capacities, was appointed last week as labor relations director, it was announced by C. J. Tevlin, vice-president in charge of operations. Mahn succeeds Mark Bushner, who resigned.

Konecuff (Continued from page 4)

run films both regulation and horizontal with the rotation of the film gate.

Paramount executives admitted that the future may well see three types of prints being stored in exchanges: regular Vista-Vision to serve all theatres; horizontal prints; and anamorphic prints which would show pictures in ratios up to 2 to 1. The latter will not be able to be used with CinemaScope lenses but rather will be compatible with variable anamorphic lenses such as the Tushinsky lens. Exactly why there would be a demand for anamorphic prints when the ordinary Vista-Vision prints can be shown in an aspect ratio of up to 2 to 1 was not made clear to us. There has as yet been no request for an anamorphic print by an exhibitor, according to company officials.

It was thought that because of the scope of VistaVision and the large-sized picture that can be presented without distortion that producers who have films that lend themselves to roadshowing would consider shooting in VV and then showing the films via horizontal projectors. A hint was dropped that C. B. DeMille's "The Ten Commandments" could very well wind up thusly, which could be the start of a build-up. Questioned as to whether many producers have contracted to use VV in the making of their films, it was admitted that many are waiting to see how "White Christmas" makes out.

The question was put as to what VV and horizontal projection means from a boxoffice angle and the answer as near as we could make out went something like this: The more that the industry can do to widen the gap between the TV set-sized screens found in the home and the screens found in the theatres, the better off it would be, and over the long run, what is best will survive. The public will note improvements over a long period of time, if not immediately.

We later talked to Russell Downing, president and managing director, Music Hall, who just that day returned after a trip to the coast where he saw the latest in processes. He seemed quite enthused about the picture and the reception accorded it at the theatre. He reported that he had seen the new horizontal projector in action at the Paramount studio and had a chance to compare footage with regulation projection. The result sold him on the installation of additional projectors in his house. It was the best available, in his estimation.

We had no such chance for comparison and therefore must report that what we saw on the Music Hall screen was a good picture with fine color and no distortion at the edge. It was bright, the lighting seemed even and exactly what it should seem for a Music Hall presentation. As for it being the greatest picture ever from a technical viewpoint, we can neither agree nor disagree, for our memory of the last picture we saw on the Music Hall screen was too dim to make a fair comparison. Even Don Hartman agreed with us as to the theory that we should have been permitted an on-the-spot comparison for accurate appraisal.

Anyhow, the average theatre operator can forget he ever heard about a horizontal projector as things stand at the moment.

"Videotown" Survey Shows Movie Attendance Gain

NEW YORK—It was learned last week from the Cunningham and Walsh, Inc., agency, which has been questioning the people of New Brunswick, N. J., known as "Videotown," because it gets reception from so many New York and New Jersey television stations, for five years, that people are now going back to the movies.

Movie attendance showed a drop of 77 per cent when TV sets hit the market. "In 1953," Gerald Tasker, the agency's research vice-president, said, "a 17 per cent gain in movie attendance marked the turning point, and this year's attendance almost doubled last year's."

Newspaper reading, magazine reading, and radio also showed gains. John P. Cunningham, president of the agency, said that the survey did not find that people had more leisure or that television was losing basic ground. TV set use has continued high, but visiting and home entertaining are notably less in "Videotown" now than in the past, he reported.

THINGS AND STUFF: The Philadelphia Daily News back in late August ran a story with the headline "Thing' Flashes Over Phila. Again" and other papers there also commented on mysterious objects appearing in the sky. Afterwards, according to exploiteer Hank Howard in Philly, the local RKO exchange was swamped with calls from exhibitors wanting to know whether the feature, "The Thing," would be reissued and could they play same. Good tie-in.

THE METROPOLITAN SCENE: Broadway really sparkled last week when the Paramount and the Victoria gave birth to the local premiere of "A Star Is Born" as thousands crowded the Gay White Way made considerably lighter by the use of huge searchlights and the flashing of camera flashbulbs by the hundreds. Television and radio coverage took in both theatres, with George Jessel and Martin Block serving as emcees and introducing celebs who turned out in profusion. The crowd surrounding the Victoria was orderly while the crowd out-



Lorin D. Grignon, development engineer on the 20th-Fox research department staff, has been named recipient of the SMPTE 1954 Samuel L. Warner Memorial Gold Medal Award, for work over a 10-year period in the development of systems and techniques for the application of stereophonic sound to the motion picture field.

Kansas House Wins Record Anti-Trust Suit

KANSAS CITY, KANS.—The federal district court jury last fortnight declared a record award of \$2,406,602 trebled damages in favor of the Electric in an anti-trust suit charging six film companies with denying first-runs to the theatre. It is the largest award made in a suit over first-run rights.

The verdict calls for RKO and Paramount to pay a third of the total each, with Warners, United Artists, Loew's, and Columbia charged with the other third. The Electric charged that it was denied films when they were being exhibited in the downtown section of Kansas City, Mo.

Attorneys for the film companies, Mayor William F. Kemp and E. C. Raftery, New York, announced that they would appeal the decision.

Pinanski Heads TOA Committee

NEW YORK—Chairman of the 1954 TOA nominating committee will be Samuel Pinanski, Boston, former TOA president for two years, it was announced last week by Walter Reade, Jr., TOA president. Serving with Pinanski on the committee will be Carl E. Anderson, Kalispell, Mont.; James S. Carbery, Little Rock, Ark.; L. S. Hamm, San Francisco; R. M. Kennedy, Birmingham, Ala.; David B. Wallerstein, Chicago; and Mitchell Wolfson, Miami, Fla.

The committee will hold a pre-convention meeting at the Conrad Hilton Hotel on Oct. 30. Its slate of officers will be presented at the board meeting on Oct. 31.

U-I Extends Schimel Pact

WASHINGTON—The SEC learned from U-I last week that the contract of Adolph Schimel, vice-president and general counsel, had been extended for three years carrying a salary increase and an expiration date of Dec. 31, 1958.

Schimel's original pact, due to expire on Dec. 31, 1955, carried a salary provision of \$1,000 per week. The new contract calls for \$1,100 per week during 1954, \$1,200 per week during 1955, and \$1,300 per week from then to expiration. Schimel has been with the U-I legal department since 1925.

Anti-Trust Suit Appeal Denied

PHILADELPHIA—F. E. Harrison, owner, Bryn Mawr, Bryn Mawr, Pa., was refused a writ of certiorari by the Supreme Court in his appeal from a Third Circuit Court decision which threw out his anti-trust suit against eight major distributors.

side the Paramount almost got out of hand several times, especially when Judy Carland put in an appearance there. Bob Chapiro, managing director of the Paramount, tells us that this opening was one of the biggest in his memory. . . . Bill McClair, managing director of the Roxy, has returned from a visit to the coast where he conferred with National Theatre execs. . . . Okeh pressbooks are out on "Sitting Bill" and "Passion."



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AA Reports Rise In Yearly Profit

HOLLYWOOD—Steve Broidy, president, last week announced that consolidated net profit before taxes shown by Allied Artists Pictures Corporation for the fiscal year ended on July 3, 1954, was \$914,480, as compared with \$761,113 for the preceding fiscal year, as disclosed in the company's annual report.

After provision of \$500,000 for federal income taxes, the net income in 1954 amounted to \$414,480. In 1953, the net income was \$411,113. However, in that year, the provision for federal income taxes was only \$350,000.

The 1954 net income after preferred stock dividends was equivalent to \$0.46 per share on the 852,740 shares outstanding at the year's end. This compared with \$0.48 per share computed on the same number of shares in 1953, after giving effect to the 10 per cent stock dividend paid July 10, 1953. Last year's gross income reached a new all-time high of \$11,838,500, compared with \$9,994,000 recorded in 1953.

Broidy further announced that as the result of the company's retained earnings and the issue of 150,000 shares of 5½% \$10 par cumulative convertible preferred stock, the company's working capital increased to \$4,066,600 at July 3, 1954, from \$2,460,700 at June 27, 1953. AA became the first film studio to make available to its employees an opportunity for payroll deductions to apply against purchase of various stocks in their investment program.

20th-Fox Cuts 2-D Shorts

NEW YORK—It was learned last week that 20th-Fox will henceforth concentrate on CinemaScope short subjects and drop all 2-D subjects with the exception of the Terrytoons, which are now so designed that they can be shown through the anamorphic lens with a full-screen effect.

Being dropped off the schedule are the sports shorts and the "See It Happen" series. The company has released 18 CinemaScope shorts so far, and is said to plan the release of four more by the end of the year.

AMPP Votes Academy Funds

HOLLYWOOD—The Association of Motion Picture Producers' board last week voted \$100,000 to the Academy of Motion Picture Arts and Sciences to meet that group's deficit caused by the expense of modernizing the Academy Awards Theatre and other outlays. Eric A. Johnston, association president, suggested and favored the action.

The payroll deduction was authorized by Steve Broidy, president, following conferences with Sam Grodin of the brokerage firm of Merrill Lynch, Pierce, Fenner and Beane.

Under the investment program plan, employees may invest sums ranging from \$40 to \$999 in any one stock monthly or quarterly over a period from one to five years. The employees may select the stock or stocks from a list of approximately 1200 on the New York Stock Exchange.

Paramount To Release 22-24 Top Films In '55

NEW YORK—Don Hartman, Paramount executive producer, arrived last week for the opening of "White Christmas" at the Radio City Music Hall to witness the premiere of the studio's first VistaVision release as well as the first showing in a regular theatre of a feature run through a horizontal projector especially built for this engagement and the large size screen.

Hartman expected that the studio would again turn out about 22 to 24 features for release next year, similar in number to what they have been putting out for the past four or five years. The program is in color except for one film, and he estimated that the 20 films completed or in production represented about \$36,000,000. The least expensive film starts at about \$1,300,000.

Production these days is not limited by budget but rather by availability of good stories and competent casts, he said. Hartman estimated that the average theatre will be unaffected by the arrival of horizontal projectors on the scene, but rather only the larger houses and those having screens over 50 feet wide will be interested in the new projection machines. Were a horizontal projector used in a small house, the public would need a discerning eye to note any difference in picture, but in larger situations or in drive-ins where the film must be expanded to get a picture to cover the screen, then a difference will be noted, he claimed, with the result being sharper and clearer with no loss at the ends.

While at present, a large theatre will need to order two extra machines for their booth at a probable cost of \$2,000 each, Hartman hoped that eventually an attachment would result which would permit conversion of a regular projector to permit projection of pictures ranging in width from 50 to 120 feet.

The horizontal projectors run twice as fast as normal and use twice as much film with each frame being two-and-a-half times the normal size on the same roll of 35mm. film. VV films can be shown in a 2 to 1 aspect ratio which is what the Radio City Music Hall will use. It is claimed that a near-three dimension effect is the result as well.

In answer to a question, Hartman agreed that if enough theatres wish to convert to horizontal showings of Paramount films, then the company would be forced to stock prints of their films in two versions, but at present, he didn't think that there would be more than 50 conversions in this country nor more than 500 the world over.

He reported that his company had no fight with CinemaScope for feature presentation, and he thought they provided much needed stimulation for the business. He added that Paramount was interested in the width of CinemaScope but wanted much more height, which they think they have with VistaVision as well as better definition.

Paramount president Barney Balaban was also present at the press conference which followed the premiere and he foresaw further improvements in the process. Loren Ryder, sound chief, attended as well.

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Miscellaneous

In The Newsreels

IN ALL FIVE:

Chicago: Flood.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 84) Denver: GOP party chiefs meet with President Eisenhower. Japan: U.S. trains Nippon tars in gunnery. West Germany: Model airplane meet. Australia: Uranium strike. Football: Duke-Purdue deadlocked; Middies romp over Stanford.

NEWS OF THE DAY (Vol. XXVI, No. 214) Honduras: U.S. flies aid to flood victims. Trieste: Anglo-U.S. troops leave. England: New submarine escape device. Indo-China: French begin evacuating Hanoi. Football: Middies romp over Stanford.

PARAMOUNT NEWS (No. 17) Seattle: Second Division welcomed home from Korea. Trieste: Anglo-U.S. troops leave. France: Paris auto show. Football: Duke-Purdue deadlocked.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 612) Seattle: Second Division welcomed home from Korea. Denver: Republican party chiefs meet with President Eisenhower. Los Angeles: Stevenson addresses Democratic rally at Hollywood Bowl. Italy: Style notes. Football: Duke-Purdue deadlocked; TCU upsets USC.

WARNER PATHE NEWS (Vol. 25, No. 19) Seattle: Second Division welcomed home from Korea. Indo-China: French begin evacuating Hanoi. Canada: 16 nations attend Colombo Plan talks at Ottawa. Honduras: Floods. California: Evening fashions. Football: Duke-Purdue deadlocked; Navy shuts out Stanford.

IN ALL FIVE:

London: Italy and Yugoslavia sign Trieste treaty.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 83) London: Nine power pact rearming West Germany signed. Saigon: Northern Indo-China refugees. Austria: Thermal springs flood village. In The Arctic: The Northwest Passage. Pine, Colo.: President Eisenhower fishes. France: Parisians enjoy "Holiday On Ice."

NEWS OF THE DAY (Vol. XXVI, No. 213) Pine, Colo.: President Eisenhower fishes. Saigon: Northern Indo-China refugees. Venezuela: Cattle drive. In The Arctic: The Northwest Passage. New York: Cut of this world fashions. Southern California: GI builds 21st century home.

PARAMOUNT NEWS (No. 16) In The Arctic: The Northwest Passage. Saigon: Northern Indo-China refugees. New York: Fashions in lace. France: International Prix de l'Arc de Triomphe.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 611) Bremerton, Wash.: "Big Mo" in mothballs. In The Arctic: The Northwest Passage. Korea: President Rhee hails air force. Southern California: GI builds 21st century home. New York: Cut of this world fashions. Camden, N. J.: Fire sweeps docks.

WARNER PATHE NEWS (Vol. 26, No. 18) Germany: Balloons carry leaflets over Iron Curtain. North Korea: Red puppets parade. Saigon: Northern Indo-China refugees. Honduras: Flood-ravaged territory. Spain: Steers take over town. Los Angeles: Rams tie 49ers.

Penna. Drive-In Sues For \$1,500,000

NEW YORK—The Maple Drive-In Theatre Corporation, operating the Maple Drive-In, Circleville, Pa., filed an anti-trust action last fortnight in federal district court seeking \$1,500,000 in trebled damages and charging conspiracy in favor of the Harris Amusement Company and other circuits and discrimination on runs, clearances and prices. Named as defendants are RKO, Warners, Stanley Warner, 20th-Fox, U-I, AB-PT, National Theatres, Wesco, Loew's, Paramount, United Artists, and Harris.

AA To Elect Directors

HOLLYWOOD—It was announced last week that the principal item on the agenda when Allied Artists stockholders meet on Nov. 10 will be the election of 10 directors. Nominees include W. Ray Johnston, Steve Broidy, George D. Burrows, Howard Stubbins, G. Ralph Branton, Herman Rifkin, Harold J. Mirisch, Arthur C. Bromberg, Edward Morey, and Norton V. Ritchey.

A proxy statement sent to stockholders concerning remuneration of company officers revealed Johnston, board chairman, \$36,122; Broidy, president, \$105,277; Burrows, executive vice-president and treasurer, \$30,700; Mirisch and Branton, vice-presidents, \$53,183 and \$52,283, respectively; Ritchey, vice-president, and Morey, vice-president, \$39,320 each.

The International Scene

(Continued from page 14)

press concerning the new wide-screen process and its distribution following the first foreign demonstration of the anamorphic lens to over 600 exhibitors from the British Isles and Ireland at the Odeon. Branson and Tushinsky were in charge of the demonstration. Scenes from forthcoming RKO productions were projected via Superscope. Particular exhibitor enthusiasm was expressed for the underwater scenes from the latest Jane Russell starrer, "The Big Rainbow," which will be the first film to be released in Superscope.

The demonstration consisted of an hour-long feature which explained Superscope in simple terms and which was illustrated by scenes from RKO's "The Conqueror" and "Son Of Sinbad," in addition to "The Big Rainbow."

Branson and Tushinsky scheduled exhibitor demonstrations of Superscope at the Rex, Paris; Capitol, Rome; and one in Germany.

Robbins To Chair Dinner

NEW YORK—Announcement of Herman Robbins, president, National Screen Service, as general chairman, 16th annual showmanship dinner of the Motion Picture Pioneers, was made last week by Jack Cohn, president of the organization. The dinner, honoring Simon H. Fabian as "Pioneer of the Year," will be held on Nov. 17 in the Hotel Astor.



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The George Eastman House Motion Picture Museum, a specially equipped trailer-exhibit of motion picture equipment and memorabilia from the beginnings of the movies up to the present time, left, was part of a caravan of floats and other exhibits that recently left Times Square to tour New York neighborhoods in honor of Loew's Theatres "Golden Jubilee," celebrating Loew's 50 years in business with a big lineup of top pictures scheduled for the next several months. In front of the trailer entrance

are, left to right, Ernest Emerling, Loew's national director of advertising and publicity; Beaumont Newhall, curator, Eastman House, Rochester, N. Y.; and Loew's vice-president, Eugene Picker. In the center is seen one of the lavish floats depicting some of the hit pictures that will be seen in the celebration in front of Loew's State, Times Square, while on the right is one of the lobby display setups all Loew's Theatres in Greater New York City will use during the campaign. This one is at Loew's State, Broadway.

"Desiree" Debut Set As Command Show

NEW YORK—A Command Performance, heralded by all the colorful pomp and circumstance that heretofore has been associated only with Old World royalty, will be seen for the first time in American motion picture premiere history when 20th-Fox unveils its multi-million-dollar CinemaScope production, "Desiree," at the Roxy next month.

The filmization of Annamarie Selinko's best-seller, starring Marlon Brando as Napoleon, will make a glittering debut before a specially invited audience drawn from the cream of Burke's Peerage, the Almanach de Gotha, and the International Who's Who.

Exclusive invitations are going out to royal families, and titled members of nobility throughout the world, in addition to leaders of international society, statesmen, ambassadors, diplomats, and captains of industry.

Long a dominant feature of the glittering royal social season in Britain and a familiar occurrence to citizens of other European monarchies, a Command Performance duplicating the grandeur of the Continental event has never previously been staged in the United States. Decision to introduce "Desiree" in this manner was made by the film company because of the scope, color, tradition, and excitement surrounding the subject of the picture, which in addition to Brando stars Jean Simmons in the title role, Merle Oberon as Josephine, and Michael Rennie as Bernadotte.

Plans are being set to create at the Roxy an unparalleled display of fabulous crown jewels with royal crowns, orbs, tiaras, sceptres and other striking jewelry of state being shown under heavy armed guard for the first time in this country.

Meanwhile, a whirlwind of activity is being generated in the realm of high fashion, with leading Manhattan couturiers beginning work on special lavish gowns which will mirror the most desirable modes and provide important women guests at the premiere with a smart aura not unlike that at the Court of St. James in merry England.

Augmenting the glittering panoply that will spark the Command Performance at the klieg-lit Roxy will be a special red carpet, used on royal occasions in England by Queen Elizabeth, and now being refurbished abroad prior to being flown here especially for the world premiere. Television, radio, newsreels, and a corps of press photographers will cover the debut.

The west coast premiere will take place a little earlier than the Roxy engagement at the Fox, San Francisco.



Archie Cayaffa, manager, Suburban, Binghamton, N. Y., recently utilized the fountain in the lobby in which patrons made wishes as they made charity donations for 20th-Fox's "Three Coins In The Fountain." The money went to the Kiwanis Boys and Girls Fund. The Suburban won friends.

Mystery Shorts Cited For Exploitation Value

NEW YORK—The special exploitation values in Paramount's short-feature "Calling Scotland Yard" series were underscored last week by Oscar A. Morgan, Paramount general sales manager in charge of short subjects, newsreels, and special features.

Morgan cited the promotional stunt employed by the State, Winona, Minn., in cooperation with book stores and other retail businesses. The theatre established a "Calling Scotland Yard" Mystery Fan Club, and distributed from the theatre and through the business places 10,000 numbered cards calling attention to the fact that each time one of the "Calling Scotland Yard" pictures plays at the theatre, 50 numbers corresponding to ones on the so-called Crime Club cards appear in the newspaper ads.

A person holding a card with one of the published numbers is awarded two free passes to see the entire State program. Morgan pointed to this stunt as an excellent means of stimulating business, and urged that other theatres put it to use.

Records To Plug Musical

NEW YORK—Columbia last week set a deal for Mercury Records to issue LP discs of the score of Columbia's CinemaScope Technicolor musical, "Three For The Show."

The albums, which will hit the market in November, feature six songs from the picture, sung by the stars, Betty Grabbe, Marge and Gower Champion, and Jack Lemmon. The score includes "Someone To Watch Over Me" and "I've Got A Crush On You," by George and Ira Gershwin; "How Come You Do Me Like You Do?" by Gene Austin and Roy Bergere; "Down Boy," by Hoagy Carmichael and Harold Adamson; "Which One?", by Lester Lee and Ned Washington; and "I've Been Kissed Before."

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NEWS OF THE

Territory

New York City
Crosstown

George Weltner, president, Paramount International Films, left for Paris. He will also visit London and Rome.

Leo F. Samuels, sales head, Walt Disney Productions and the Disney distribution subsidiary, Buena Vista, left for Chicago for meetings with midwest theatre circuit executives. He was accompanied by Charles Levy, the company's publicity and exploitation director.

The first popular priced engagement of Louis de Rochemont's "Martin Luther" is set for the Guild in Rockefeller Center. . . . Special student-faculty discount coupons for the exclusive New York engagement of "Hamlet," Walter Read's *Baronet*, have been made available to all public, private, and parochial schools and colleges in the metropolitan area.

Anna Magnani, famed Italian screen star, arrived from her homeland. She will stay about a month before proceeding to Hollywood to begin "The Rose Tattoo" for Hal Wallis and Paramount. . . . Martin Poll has joined the executive staff of Theatre Network Television, Inc., in a production and sales capacity.

Producer Herman Cohen spent several days conferring with Morey R. Goldstein, Allied Artists' vice-president and general sales manager, regarding national release plans for "Target Earth," and then left for Hollywood, with a stopover planned at his former home, Detroit.

Loren L. Ryder, Paramount's special projects engineer, arrived from Hollywood to work with Radio City Music Hall's projection department in preparation for the opening of "White Christmas," first picture in VistaVision.

E. K. (Ted) O'Shea, vice-president, Paramount Film Distributing Corpora-



The first "third year" sign ever to be hoisted over a Broadway motion picture house recently launched the anniversary of "Cinerama" in New York City at the Warner as Jan Crockett, one of the water skiing champs from the Cypress Gardens sequence of "This Is Cinerama," assisted Sam Rosen, executive vice-president, Stanley Warner Corporation, who put it up on the marquee.

tion, returned after a weekend in Buffalo. . . . Pilade Levi, Paramount's general manager in Italy, left for Rome. . . . Milton R. Rackmil, president, U-I, left for Hollywood for conferences with studio executives.

Mort Blumenstock, Warners vice-president in charge of advertising and publicity, arrived for the twin-theatre premiere of "A Star Is Born," Paramount and Victoria. He was set to return to the studio immediately thereafter with a stopover in Chicago to check final arrangements with Balaban and Katz staff for the picture's midwest premiere at the Chicago.

The first of many new Perspecta stereophonic sound installations was made at the SW Montauk, Passaic, N. J. . . . Fairchild Recording Equipment Company reports the installation of a Fairchild Perspecta stereophonic sound integrator in the screening room of Warners.

Gina Lollobrigida, Italian film star, extended her visit. . . . Jan Sterling, who co-stars in Allied Artists' "The Human Jungle," arrived for press activities in behalf of the film.

Rudolph (Rudy) Sanders, pioneer exhibitor in Brooklyn, was honored by the Jewish Chronic Disease Hospital,

Brooklyn, at the hospital, on the occasion of his 75th birthday. He was for 16 years president, Motion Picture Owners Association of Brooklyn, which later became the Independent Theatre Owners of New York and Brooklyn.

Seymour Mayer, Far and Near East regional director for Loew's International Corporation, left for Tokyo to preside over the MGM Pep Conference for the Far and Near East. Also attending from the home office is Morris Frantz, company's advertising chief.

LIGGETT-FLORIN — Switchboard operator Marian Smith received birthday congrats. . . . Also on the birthday greeting list was booker Max Fried, whose daughter Ronnie also marked her eighth birthday. . . . L-F has taken over the buying and booking of the Capitol, Meriden, Conn.

Berry Greenberg, home office sales representative, Warner International, returned from a tour of the company's offices in Australia, New Zealand, and the Far East.

Alfred H. Tamarin, assistant national director of advertising, publicity, and exploitation, United Artists, returned from a two-week business trip to Hollywood.

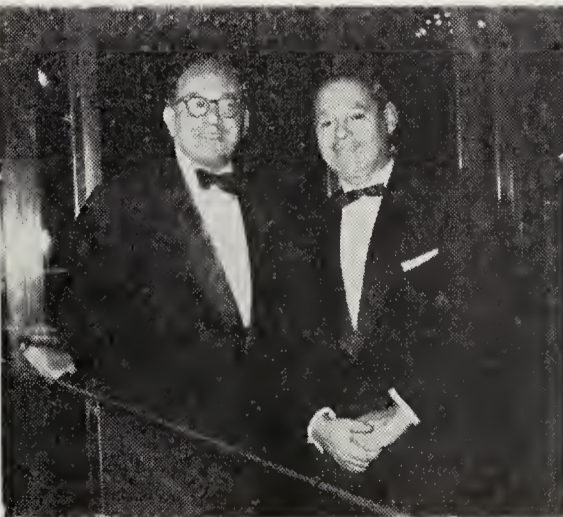
Lucia Luna Hazan Strugo was married at the Spanish-Portuguese Synagogue to Edward Cohen, 20th-Fox director for Latin America. A reception for the newlyweds was held at the Forest Hills, L. I., home of the bridegroom's parents, following which the couple left for an extended honeymoon in England and Europe.

Ed Lachman, president, Carbons, Inc., Boonton, N. J., left for an extended trip across the country to introduce and demonstrate the newly developed large-cored Lorraine super-charged Orlux carbons, for use on wide-screen projection. In Los Angeles, he will meet with the Paramount staff, as well as projectionists, managers, and exhibitors of other studios.

MOTION PICTURE EXHIBITOR and nine other film industry publications will be honored for "their contributions to the American ideals of freedom, equal opportunity, and fair play" at the



A huge crowd gave United Artists' "The Barefoot Contessa" a rousing sendoff at the Capitol, New York City, recently when the film made its kleig-lighted bow. In the center, Max E. Youngstein, left, vice-president, UA, and Eugene Picker,



Loew's Circuit executive, are seen in attendance while on the right, are seen Picker, Max Fellerman, vice-president, Lopert Films, and Mrs. Fellerman. Persons prominent in the industry, civic and social dignitaries were in attendance.



annual Joint Defense Appeal luncheon tendered by the motion picture division and Cinema Lodge, B'nai B'rith on Oct. 27 at the Hotel Astor. The announcement was made by William J. German, JDA division general chairman. The luncheon will highlight the industry's campaign to help JDA raise New York's share of the \$5,000,000 needed to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, the nation's oldest and largest Jewish community relations organizations combatting bigotry, safeguarding human rights, and promoting better relations among Americans of all races and creeds.

D. A. Doran, assistant to Don Hartman, Paramount executive producer, returned from Europe en route to the coast.

Hugh Owen, Paramount distribution executive, returned from Miami.

Joseph S. Hummel, Warners general manager for Continental Europe, Scandinavia, Near East and Africa, arrived from Paris for home office conferences. He will remain here for several weeks.

Louis de Rochemont, whose latest production, the animated cartoon Technicolor feature, "Animal Farm," is being readied for release, returned from a six-week European trip. While in London, he attended to finishing details on the cartoon feature, which is based on George Orwell's modern classic.

New Jersey Somerville

Ben Casamassa, who managed the Boulevard Drive-In, Allentown, Pa., is now handling the Somerville Drive-In for Harry Appleman.

New York State Albany

The shower of CinemaScope installations continues to fall in the exchange district. 20th-Fox reported that word had been received of contemplated or completed equippings by Harold Strassman, Eagle, here; Fabian Theatres, State, Schenectady; Sylvan Leff, Highland and Rialto, Utica; Fred Meier, Colony, Schenectady; Val Ritchie, Scotia, Scotia; Jules Perlmutter, Carol, Chester town and Warren, Warrensburg; Mrs. Wadad Boumansour, Plaza, Malone; Kallet Theatres, Franjo, Boonville, State, Deposit, Strand, Canajoharie, State, Ticonderoga, and Essex, Port Henry. The 110-total had been passed.

A jury in Albany County Court awarded Loucks Electric Company, Inc., Feura Bush, a verdict of \$640.70 against Donald Hallenbeck, doing business as Hallenbeck and Riley, Albany, for wiring at the defendant's Nelliston Drive-In. The defense was that the contractor failed to complete the work in time for the opening. Hallenbeck operates the Chief, Nelliston, and Indian Ladder, in the Helderbergs, 10 miles from Albany.



Otto Preminger producer-director, 20th-Fox's "Carmen Jones," is seen at a recent New York press luncheon held prior to the film's opening at the Rivoli.

"Here's facts on TV and the Movies" said The Times-Union's "Charley Chatter," radio-television editor, in a story quoting Charles A. Smakwitz. Smakwitz, Stanley Warner zone manager, was put down as "admitting that in some instances TV was regarded as the main factor in the closing of certain movie houses," but as further declaring, "The movie industry was on a healthier basis than it has been for several years.

Fabian, Schine, and Stanley Warner theatres were among those pledging cooperation in audience collections for the American Korean Foundation. Chairman Harry Lamont disclosed. National Screen Service distributed 75 trailers. Harold Saxe, COMPO, set up the trailer spreadout.

Mrs. Janet McCormick Sayles, widow of Alex Sayles, former manager, Fabian's Palace, died in her sleep. At one time Mrs. Sayles operated a woman's shop.

The twin boys born at Albany Hospital to Mrs. John F. Wilhelm, wife of the new 20th-Fox salesman, were christened Terry and Todd in St. Claire's Roman Catholic Church. Middle name of one is James and the other is John. The Wilhelms have a third small son. Wilhelm was recently promoted from head booker.

Dave Emanuel, Phoenix Films, has been named representative of Louis De-



Seen at the recent premiere of Allied Artists-20th-Fox's "The Adventures Of Hajji Baba," Globe, New York City, were left to right, Robert R. Young, president, New York Central Railroad; Mrs. Young; Joan Bennett; Gilbert Miller; and producer Walter Wanger.

Rochemont Associates here and in Buffalo for the popular price release of "Martin Luther."

The first motion picture appeal filed with Board of Regents since the legislature in March approved, and Governor Thomas E. Dewey signed the Fitz-Patrick-Brydges bill clarifying the term "immoral" and the phrase "of such a character that its exhibition would tend to corrupt morals" in Section 122 of the State Education Law, was raised, via a petition by Capitol Enterprises, Inc., Maryland corporation, handling the distribution. The Regents will consider the appeal at the next monthly meeting in Garden City, L. I., and after a three-man committee views the film, "Mom and Dad," the question of legislative intent arguments will be heard. Henry I. Fox, as president, claimed that the legislature had "rejected" another measure by Senator Earle W. Brydges, which, among four specific categories of tabooed films, was one with scenes portraying "actual human birth." Therefore, declared Fox in the petition, drafted by attorney Ephraim S. London, New York City, "the birth of a child is not considered objectionable by the New York State Legislature," and, accordingly, is "not proscribed by Section 122 of the Education Law." "At the time Section 122-A was enacted," stated the petition, "the legislature rejected an alternate bill (Sen. Pt. 2442) which defined the portrayal of 'actual birth' as immoral. The enactment of a statute omitting the specific prohibition of films showing actual birth is a clear indication of the legislative intent, an intent violated by the Division's (Motion Picture Division, State Education Department) ruling in the instant case."

Auburn

Jack Mitchell, Schine's Auburn, has set a special hallowe'en morning show with cooperating merchants.

Bath

Harold Lee, Schine's Babcock, has lined up two local banks for a kiddie Christmas show. He also recently lined up a benefit on "Gilbert and Sullivan" with the senior class of the local high school.

Corning

Toby Ross, Schine's Fox, obtained a Christmas rental in the form of a morning show on Dec. 27 with a dairy sponsoring it.

Glens Falls

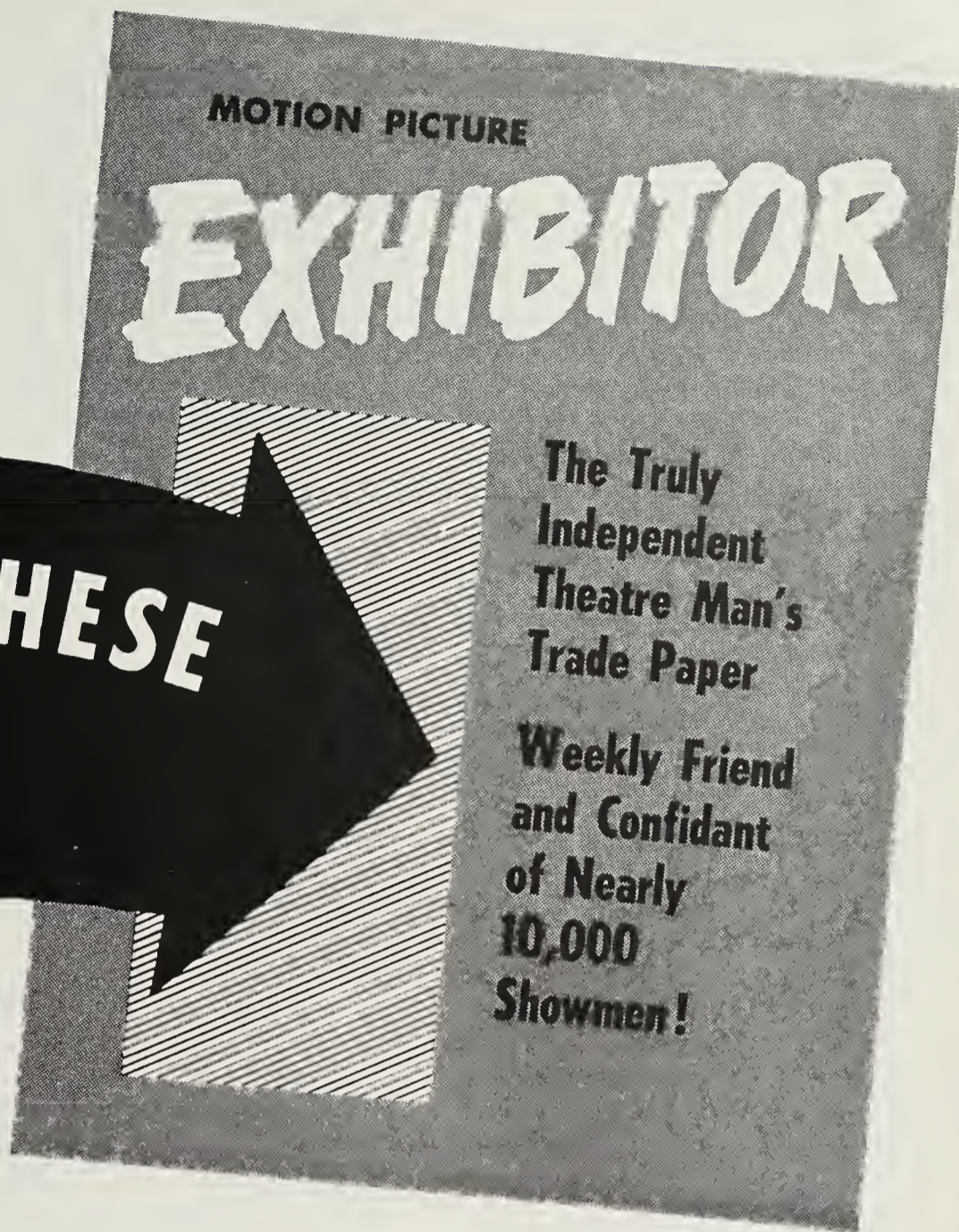
William H. Aust closed the lock for the season on his open-air theatre.

Herkimer

Jake Weber, Schine's Liberty, pulled a co-op. stunt, including a co-op. ad, that attracted attention to "Rear Window." Tying up with his Mercury dealer, Weber held a contest whereby localities were urged to "Watch Out For The Mercury Camera Man; he might take your picture through the 'Rear Window' of this 1954 Mercury. If your picture appears on the Mercury display board in

(Continued on page NT-4)

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MOTION PICTURE EXHIBITOR

EYEING THE Exchanges

NEW YORK—Charles Raffaniello, RKO booker, resigned to join Buena Vista, the Walt Disney distributing company, in a similar capacity. Raffaniello was with RKO for 11 years, starting in the film room and working up to the bookership.

REPUBLIC—Mary Nicolaou, secretary to the branch head, resigned and was feted with a luncheon by the staff. Myra Lerner moved from the billing department to fill the vacancy. . . . Salesman Jarad Millan calls his new daughter Stephanie Lee.

COLUMBIA—Some of the office people went to the TV studios to see contract clerk Frances Taylor do her dance routine on "Spotlight on Harlem." Miss Taylor's dancing partner is going into the army and she's looking for a replacement. . . . Inspectress Millie Taliaferro returned after a leave of absence. . . . The boxoffice department's Eugene Daily passed his army physical in 1-A shape. . . . Cashier clerk Camille Patti and her Joe plan to announce their engagement on Nov. 25.

MGM—Booker Dave Klein will be spending his vacation in California. . . . Birthday greetings went to Ann Henrich, inspectress, and Gerard Lee, head shipper.

20TH-FOX—Officeites got together for a luncheon honoring booker's assistant Mae Stabile on the occasion of her engagement. . . . Harriet Dublin, contract department, received birthday cards. . . . Alice Schwartz, boxoffice department, will mark her second wedding anniversary on Oct. 26.

RKO—Salesman Charles Penser is back after illness. . . . Also returned after illness was head booker Bill Hartman.

UNITED ARTISTS—A new addition to the staff is Barbara Madenski, boxoffice



William Moclair, left, managing director, Roxy, New York City, recently congratulated artist Walter Ferguson, center, as his oil painting of Marlon Brando as Napoleon in 20th-Fox's "Desiree" was unveiled in the theatre's rotunda. Ann Mongono looks on.



Alan Young, accompanied by his wife, recently arrived in New York en route to Paris and a co-starring role in United Artists' forthcoming "Gentlemen Marry Brunettes."

clerk, a June grad of Washington Irving High School. . . . Booker Sophie Bochilo was sick. . . . John Halderman, cashier's department, resigned. . . . Apprentice booker Dave Nathan is looking for a new car after his old jalopy was wrecked.

ALLIED ARTISTS—The office gave biller Rita Salgado a corsage and gift on her recent marriage. She is honeymooning in upstate New York.

U-I—Booker Marvin Friedlander enjoyed a weekend in Philadelphia.

RAMBLIN' 'ROUND—Lou Gold, Rivoli, Newark, N. J., recovered nicely after a heart attack. . . . Ruth Kopf, bookkeeper, Realart, celebrated her birthday on Columbus Day. . . . Visiting was Albert McKennon, Albarmac, Pawling. . . . Phil Steinberg, New Dyckman, and Sam Ravitz, Waverly, were also seen around. . . . Jimmy Primavera, former salesman for Realart and print booker at Eagle Lion, joined the United Artists home office print department.

—J. A. D.

Herkimer

(Continued from page NT-2)

front of the Liberty, you will receive a guest ticket to see "Rear Window". Weber also obtained the cooperation of Ray Leveque, manager, Schine's Capitol, Ilion, who took the pictures.



Mona Freeman, right, RKO contract star, once the first "Miss Subways," on her way to London to star in "Before I Wake," was greeted recently at New York's Idlewild Airport by Lee Katz, the current "Miss Subways." Miss Katz is the 151st local lovely to hold the title.



Ava Gardner, star of United Artists' "The Barefoot Contessa," was recently a guest of honor at a Waldorf-Astoria style show, part of the advance promotion on the film at the Capitol, New York.

Hudson Falls

The Strand, a Schine situation, went to a weekend operation. The theatre is open Friday and Monday nights and Saturday and Sunday afternoons and evenings.

Olean

Jules Curley, SW Haven, won a \$50 savings bond as an August winner in the "Fabian's Fabulous Forty" drive.

Plattsburg

The Strand, managed by James Malone, will switch to a stage policy on Oct. 21 when "Oklahoma" will be presented.

Syracuse

Harry Unterfort, Schine's Paramount and Eckel, made a tieup with a radio station for both theatres for a quiz program called "Al's Place," which runs Mondays through Fridays. The pictures at both theatres get plugged six times daily. If a person does not answer the question asked, he gets a pair of guest tickets to either theatre as a consolation prize.

Watertown

Schin's Avon turned over the theatre for a one-day screening of "Cry the Beloved," shown in honor of "World Fellowship Day." The proceeds went to the YWCA.



Cecil B. DeMille, left, at a recent Paramount home office reception, told Adolph Zukor, center, Paramount board chairman, and Barney Balaban, company president, why "The Ten Commandments" will be his greatest effort. Seen listening is Mrs. Joseph Harper.

ASTOR**The Sleeping Tiger**DRAMA
89M.

(English-made)

ESTIMATE: Interesting import for the dualers.

CAST: Dirk Bogarde, Alexis Smith, Alexander Knox, Hugh Griffith, Patricia McCarron, Maxine Audley, Glyn Houston, Harry Towb. Produced and directed by Victor Hanbury.

STORY: Dirk Bogarde tries to hold up doctor Alexander Knox, but the latter turns the tables and offers to turn him over to the police or have him come and stay with him for six months to see whether or not he can be rehabilitated by Knox, who is a psychiatrist. Bogarde goes for the latter. There is resentment between Knox's wife, Alexis Smith, and Bogarde, but then they are convinced they are in love. Bogarde gets into several scrapes, but they are smoothed over by Knox, who learns he had a bad family background. When Knox lies to the police, Bogarde turns for the better, cooperating with Knox in his treatments and giving Smith up as much as possible. He even announces that he is giving himself up to the police to serve time for a crime he committed, after which he intends to go straight. He also tells Smith he is through with her. She becomes hysterical and follows him, picking him up, and then sending the car hurtling along the road at a mad speed. They crash and she is killed, but Bogarde is unhurt.

X-RAY: With some dramatic moments plus an interesting, off-beat yarn tied in with suitable direction and production, this is a better-than-average import for dualers. With Smith and Knox in top roles, this could do okeh as part of the program at regulation houses or in art and specialty spots as well. The screen play is by Derek Frye, based on a novel by Maurice Moisewitsch.

AD LINES: "She Was Marked—Danger, But He Played Rough"; "A Doctor's Dilemma—Should He Help His Wife Or A Patient First"; "A Thrill-Packed Dramatic Production With A Different Story."

COLUMBIA**The Detective**DRAMA
91M.

(English-made)

ESTIMATE: Well-made import has the Guinness name to help.

CAST: Alec Guinness, Joan Greenwood,

MOTION PICTURE**EXHIBITOR****SERVISECTION***The original Pink Section evaluations of features and shorts*

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SECTION TWO

VOL. 52 • No. 25

OCTOBER 20, 1954

Peter Finch, Cecil Parker, Bernard Lee, Sidney James, Gerald Oury, Ernest Thesiger, Ernest Clark, Everley Gregg, Austin Trevor, Marne Maitland. Produced by Paul F. Moss; directed by Robert Hamer.

STORY: Alec (Father Brown) Guinness, found at an open safe by police, is jailed until he is properly identified, and explains he was returning monies originally taken by his latest convert, Sidney James, for whom he got a job as chauffeur to Lady Joan Greenwood, wealthy widow parishioner. Bishop Cecil Parker tells Guinness to get the St. Augustine Cross ready for shipment to the Eucharistic Congress in Rome, but to be careful as a thief who collects treasures seems to be after it. The thief, Peter Finch, disguised as a priest, makes his acquaintance, when he decides to take the cross to Rome, as do several other suspicious characters, including policeman Bernard Lee. The pair elude all and Guinness tells Finch he knows his identity and wants to convert him, but Finch turns the tables on him and escapes with the treasure. Guinness returns to England disgraced and criminal proceedings are threatened, but he persuades Greenwood to let him use a rare treasure as bait for Finch. The latter steals it, but later presents it to Greenwood as a gift. Guinness traps him at home. Finch offers to give him back the cross but Guinness refuses unless all the goods are returned. Some time later, the goods are returned and Finch arrives to sit in Guinness' church next to Greenwood. Guinness has made another convert.

X-RAY: Assured of a good-sized audience because of the followers of the Father Brown stories by G. K. Chesterton and of the followers of Guinness, this entry is well-made and the story is interesting. The cast is good with Guinness fine as the priest who leans toward detective work as an active hobby. The film is a natural for art and specialty spots, but regulation houses can also put the work to use as part of the program if desired. The screen play is by Thelma Schnee and Robert Hamer.

TIP ON BIDDING: Worth most for art and class spots.

AD LINES: "The Misadventures Of Father Brown Make For Fine Film Fun With Alec Guinness"; "He Has A Way With Police And Crooks Alike"; "The Greatest Thief Of Them All Matches Wits With The Famous Father Brown."

They Rode West
(717)WESTERN
84M.

(Color by Technicolor)

ESTIMATE: Standard western.

CAST: Robert Francis, Donna Reed, May Wynn, Phil Carey, Onslow Stevens, Peggy Converse, Roy Roberts, Jack Kelly, Stuart Randall, Eugene Iglesias, Frank DeKova, John War Eagle, Ralph Dumke, Julia Montoya, James Best, George Keymas, Maurice Jara. Produced by Lewis J. Rachmil; directed by Phil Karlson.

STORY: When doctor Robert Francis

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arrives at an army post in Indian territory, captain Phil Carey feels sure that he will only be another incompetent. Also arriving is Donna Reed, niece of the fort commander. Reed soon has all the officers and men enamored, except Francis. At a nearby Indian reservation, Francis discovers malaria and goes to the reservation when May Wynn, a squaw, asks his help. However, Carey forcibly brings him back to the post before he had finished his work. When the army men learn that Francis had advised the Indians to leave the reservation to find cleaner water on higher land, he is thought of as a traitor. The army is ordered to bring the Indians back by force if necessary. The Indians join with hostile Comanches and Francis tries to talk them out of it. However, Carey shoots the chief's son and war seems unavoidable. When the Indians mass for the attack, the post is weak due to the malaria epidemic. Through the intercession of Francis and Wynn, a truce is declared. The chief's son, badly wounded, is brought to the fort and Francis saves his life. The Indians make peace.

X-RAY: A satisfactory program outdoor film in Technicolor, this has enough action and romance. DeVallon Scott and Frank Nugent wrote the screen play from a story by Leo Katcher. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Program price.

AD LINES: "A Compelling Story Of An Idealistic Doctor In A Land Where Kill Or Be Killed Is The Rule"; "Everyone Called Him A Traitor To His People But She Knew He Wasn't"; "He Tried To Fight Indians With Kindness And Medical Care . . . And Succeeded."

IFE

Aida

OPERATIC DRAMA
95M.

(Ferraniacolor)
(English narration)

ESTIMATE: Fine entry for opera lovers and the art and specialty spots.

CAST: Sophia Loren, Lois Maxwell, Luciano Della Marra, Afro Poli, Antonio Cassinelli, Enrico Formichi. Produced by Ferruccio De Martino and Frederico Teti; directed by Clemente Fracassi. Heard are the voices of Renata Tebaldi, Ebe Stignani, Giuseppe Campora, Gino Bechi, Giulio Neri, and Enrico Formichi; the Ballet Corps of the Rome Opera is also seen.

STORY: Luciano Della Marra, young Egyptian army officer, is secretly in love with Sophia Loren, daughter of Afro Poli, king of the Ethiopians, slave to princess Lois Maxwell. When the latter invades Egypt, Marra is given command of the armies at the urging of Maxwell, and he destroys or captures the enemy, including Poli. As his reward, Marra asks all the slaves be freed, and they are, except for Poli and Loren. The Pharaoh announces the engagement of Maxwell and Marra. When Marra and Loren meet secretly, she is forced by Poli to ask him for military information, at which point the latter reveals his true identity and the use that he will make of the information, which is overheard. Marra is arrested and tried. Maxwell offers to get him a pardon if he will give her his love, but he refuses. Sentenced to buried alive in a tomb, he finds Loren, and they die together.

X-RAY: Opera devotees should appreciate this entry. The work is in splendid color, beautifully mounted away from the confines of a small stage. Those who have seldom viewed operatic productions may find this a way to start appreciation of this medium since there is an English narration and attractive femmes. The direction keeps the pace moving and the

cast is convincing. With a little selling, this could be a strong entry in the proper spots. Verdi is the author of the work.

AD LINES: "Opera Brought To The Screen By S. Hurok In Unforgettable Form"; "You've Never Seen Opera Like This"; "A Great Opera Brought To The Screen In Magnificent Color."

Bread, Love, And Dreams

COMEDY
90M.

(English titles)

ESTIMATE: One of the better Italian films.

CAST: Vittorio De Sica, Gina Lollobrigida, Marisa Merlini, Roberto Risso, Virgilio Riento, Maria Pia Casilio, Memmo Carotenuto, Tina Pica, Vittoria Crispo. Produced by Marcello Girosi; directed by Luigi Comencini.

STORY: Vittorio De Sica, middle aged army officer, is assigned to a little Italian village and learns that nothing goes on without all the townfolk knowing. A bachelor, he is immediately attracted to Marissa Merlini, village midwife, but she resists his affections. De Sica's eye then travels to peasant Gina Lollobrigida, who, though moral and pure, knows the score and is interested in a young army officer Roberto Risso, but he is so shy that she is not sure of his affections. Lollobrigida gets into a fight with a girl and De Sica is forced to imprison her. Touched by her poverty, he secretly leaves some money at her house. The girl's mother finds the money and believes it is a miracle from St. Anthony, but when Lollobrigida learns that De Sica left it, she tears up the bills. The village priest tells De Sica of the girl's love for the soldier, and realizing that there is no chance for him, engineers a private meeting of the two lovers. They vow eternal love. De Sica, troubled by his own love difficulties, helps the midwife deliver some babies and tells her that he can not live without her. She agrees to marry him and the two happy couples join in a village fiesta.

X-RAY: This is one of Italy's better comedies, a good show for the art houses. This gay, impudent comedy should be well received. The film is amusingly directed at a good pace, De Sica is hilarious and Lollobrigida is both funny and touching. Lollobrigida won the Italian Silver Ribbon award for her performance. Ettore Margadonna and Luigi Comencini wrote the screen play, based on a story by Ettore Margadonna. Legion of Decency: "B."

AD LINES: "Another Charming Comedy From Italy"; "The Amusing Love Troubles Of A Middle Aged Romeo And A Saucy Peasant"; "Italy's Gina Lollobrigida In A Racy Comedy."

LIPPERT

The Unholy Four (5401)

DRAMA
80M.

(English-made)

ESTIMATE: Routine programmer for the lower half.

CAST: Paulette Goddard, William Sylvester, Patrick Holt, Paul Carpenter, Alvis Maben, Russel Napier, David King Wood, Pat Owens, Kay Callard, Jeremy Hawk, Jack Taylor, Kim Mills. Produced by Michael Carreras; directed by Terence Fisher.

STORY: William Sylvester returns after a three-year absence during which he lost his memory while on a fishing trip with three companions. He finds wife Paulette Goddard giving a party but not present. Two of the threesome, Patrick Holt and Paul Carpenter, are present and surprised while the third is off on the

grounds somewhere. The next morning, the third man is found dead and inspector Russel Napier tries unsuccessfully to pin the crime on Sylvester. The latter sends away all the help and remains alone with Goddard, hoping to force the killer's hand. Her secretary, Alvis Maben, tries to frame some evidence against Sylvester, but is killed. Sylvester, knowing that the evidence points to him, visits Carpenter and forces him to confess that he attempted to kill him years ago and that he murdered the dead man and Maben, trying to frame him so that he eventually could get Goddard and the company he owned. The police and Goddard arrive in time to hear all.

X-RAY: Confusion and plot and counter-plot run rampant here, but this can fill out on the lower half with Goddard's name proving of some value. The story is fair as are the direction and production. The screen play is by Michael Carreras, based on the novel, "Stranger At Home," by George Sanders.

AD LINES: "They Lived By Terror And Ruled By Fear"; "She Had A Choice Of Four Men, But Loved Only One"; "She Had A Way With Men That Spelled Murder."

MGM

Beau Brummell (502)

COSTUME
DRAMA
113M.

(Eastman Color)
(Print by Technicolor)
(Filmed in England)

ESTIMATE: Names should help interesting period entry.

CAST: Stewart Granger, Elizabeth Taylor, Peter Ustinov, Robert Morley, James Donald, James Hayter, Rosemary Harris, Paul Rogers, Noel Willman, Peter Dyneley, Charles Carson, Ernest Clark, Peter Bull, Mark Dignam. Produced by Sam Zimbalist; directed by Curtis Bernhardt.

STORY: Following a fine display of horsemanship and swordsmanship on the parade grounds before Peter (Prince of Wales) Ustinov, captain Stewart (Beau Brummell) Granger wins disfavor by criticizing the uniform designed by Ustinov. Granger makes an impression on Lady Elizabeth Taylor, who later tries to reconcile the prince and him and is kissed for her troubles. She is attracted as is Ustinov and they become fast friends. Granger derives some benefit in that he is given unlimited credit. He assists Ustinov in his romancing of Rosemary Harris in defiance of prime minister Paul (William Pitt) Rogers. Granger's new fashions are widely copied. Taylor admits she finds him romantic but also unpredictable, and to get away from him announces her engagement to Lord James Donald. Ustinov wants to abdicate so he can marry Harris, but Granger persuades him to have the ailing king, Robert Morley, certified insane and that he take over as regent. Rogers defeats the move by getting Commons to allow a limited regency. Ustinov loses. He and Granger quarrel. Noel (Lord Byron) Willman tries to patch things up, but neither gives in. Granger decides to leave for Europe and Taylor offers to go with him but he bids her remain. He leaves with his servant, James Hayter, who tends to him in poverty and illness. Granger is bedded once again and as he fades, Ustinov comes to see him for the last time and they are reconciled on the death bed.

X-RAY: There's lots of color to be found here as well as romance, the story of how fashions and customs were changed, a tale of friendship on high levels, and good characterizations with able direction and production. Granger makes a suitable

Brummell while Ustinov turns in a competent performance. Adults should best appreciate this period film. The screen play is by Earl Tunberg based on the play written for Richard Mansfield by Clyde Fitch. Maximum aspect ratio: 1.75-1.

TIP ON BIDDING: Depends on situation.

AD LINES: "He Set The Pattern For Fashion And Romance In England"; "Friend Of King, Prince And Poor Alike, Brummell Was A Real Man"; "Whenever His Name Was Mentioned . . . Eyebrows Were Raised."

PARAMOUNT

Reap The Wild Wind (R-5403)

MELODRAMA
122M.

(Technicolor)

ESTIMATE: Reissue of DeMille spectacle has the names to help.

CAST: Ray Milland, John Wayne, Paulette Goddard, Raymond Massey, Robert Preston, Susan Hayward, Lynn Overman, Charles Bickford, Walter Hampden, Martha O'Driscoll, Louise Beavers, Elisabeth Riden, Hedda Hopper, Victor Kilian, Keith Richards, Oscar Polk, Wee Willie Davis, Lane Chandler, Davidson Clark, Lew Merril, Frank M. Thomas, Milburn Stone, Ben Carter. Produced and directed by Cecil B. DeMille.

STORY: In 1840, salvage pirate Raymond Massey is ruining Florida shipping. Paulette Goddard, in love with John Wayne, whose ship was wrecked by the pirates, tries to get him a new command and meets Ray Milland, a lawyer and Wayne's enemy. Wayne is demoted and beached, and Goddard blames Milland, who is actually prepared to restore Wayne's captaincy when his name is cleared of complicity in the wreckings.—Discouraged, Wayne joins forces with Massey, obtains a new command, and intends to wreck it for the salvage pirates. Milland pursues him in Goddard's ship; but Goddard believing Wayne innocent, prevents his capture. Wayne is brought to trial for wrecking his ship, but evidence is lacking. Milland and Wayne dive down to the wreck; Wayne is killed saving Milland from a giant squid. Robert Preston, Massey's brother, learns that his fiance, Susan Hayward was killed in the wreck, shoots Massey and is, in turn, shot by Milland, who clinches with Goddard.

X-RAY: When first reviewed in *THE SERVICSECTION* of January, 1943, it was said: "A thrilling spectacle, made as only DeMille can produce one, this has all the necessary ingredients for boxoffice. Photography is superb; acting is more than good; and the film has everything, action, comedy, drama, and romance, required of a top flight production, and has them in the proportion necessary." This is from a story by Thelma Stabel.

TIP ON BIDDING: Better price.

AD LINES: "DeMille At His Best"; "One Of The Great Pictures Of All Time Brought Back So You May Enjoy It Again"; "A Grand Blending Of Tenderness And Excitement With The Pirates Of The Florida Keys."

RKO

Passion (503)

MELODRAMA
84M.

(Print by Technicolor)

ESTIMATE: Average programmer.

CAST: Cornel Wilde, Yvonne De Carlo, Raymond Burr, Lon Chaney, Rodolfo Acosta, John Qualen, Anthony Caruso,

Frank de Kova, Peter Coe, John Dierkes, Richard Hale, Rozene Kemper, Belle Mitchell, Alex Montoya, Zon Murray. Produced by Benedict Bogeaus; directed by Allen Dwan.

STORY: When Cornel Wilde arrives at the ranch of John Qualen after a cattle drive, he learns that the latter's granddaughter and his wife as well as one of twins, Yvonne De Carlo, had borne him a son. He also learns that Qualen is being threatened by eviction by Richard Hale, claiming the land because of ancient titles. A band headed by Rudolfo Acosta, and containing Lon Chaney, Frank de Kova, Zon Murray, and Peter Coe, attacks the house and kills Qualen, wife, and Wilde's wife. The other twin, De Carlo, gets away to seek help. When she returns with Wilde, they assume his baby is dead although it has been picked up by an Indian couple working for a friend of the family. When they go to police head Raymond Burr, he can do nothing without proof so Wilde disposes of the group in fair fights and is then wanted by the law. Acosta sets out for the border, followed by Wilde. They are followed by Burr and De Carlo, who wants to give him the news that his son is still alive. Burr and De Carlo arrive to hear Acosta confess before he dies of exhaustion and exposure. Wilde and De Carlo face a happy future together.

X-RAY: Action, a fair story, average performances, and routine direction and production will peg this for the duallers. The title is a little out of place since there is little romantic fervor to be found, but it may refer to the hero's passion for justice or revenge. The screen play is by Beatrice A. Dreshler and Josef Leyetes, adapted by Howard Estabrook, based on a story by Dreshler, Leyetes, and Miguel Padilla. There is one song, "Passion Tango."

TIP ON BIDDING: Program price.

AD LINES: "The Violent Days Of The Terrorists In Pioneer California"; "So Stormy! So Violent! So Intense! It Had To Be Called 'Passion'"; "Stampeding Cattle, Screaming Women, Burning Land, Drove Them On."

REPUBLIC

The She Wolf

DRAMA
91M.

(Italian-made) (Dubbed in English)

ESTIMATE: Good import for the art, specialty, and exploitation spots.

CAST: Kerima, Ettore Manni, May Britt, Mario Passante, Maresa Gallo. A Ponti-De Laurentis production; directed by Alberto Lattuada.

STORY: In a town in southeastern Italy, the principal occupation for the women is working in a tobacco factory owned by Mario Passante. Kerima, resented by the other women because of her loose morals and because all men are attracted to her, meets soldier Ettore Manni. Later, however, he meets May Britt, her daughter, and falls in love with her and they are wed. Kerima leaves to live elsewhere, but returns, and they reluctantly allow her to remain. Britt becomes pregnant. Kerima, meanwhile, seduces Manni. Britt, after the birth of a boy, is determined to leave Manni and Kerima, who cares neither for her daughter or grandson. Manni comes to his senses, breaks her spell on him, beats her, and throws her out of the house, after which he and his wife live in harmony. Kerima goes to live with Passante. When it comes time for the factory to open, she chooses who is to work, which sets off a riot among the other women. When Passante sees his property threatened, he throws out Kerima. She battles off the

crowd and locks herself in the factory to which she sets fire.

X-RAY: When first reviewed in *THE SERVICSECTION* of February, 1954, it was said: "Dripping with sex and loaded with offbeat situations, this is suited for the art, specialty, and exploitation spots that can play his type of film. Interest is held on high, the cast is good, and the direction and production are also in the better class. This import is not recommended for family audiences or children. The screen play is by Lattuada, Luigi Malerba, Alberto Moravia, and Antonio Pietrangeli, based on a story by Giovanni Verga." (When first released independently, this film had English titles. It has had English dialogue dubbed in, in workmanlike fashion. The film's original title was La Lupa (The She Wolf). Legion of Decency: B—Editor.)

AD LINES: "No Man Was Safe With Her"; "She Was 'The She-Wolf' . . . Dangerous To All"; "She Wanted Her Daughter's Husband."

20TH-FOX

The Adventures Of Hajji Baba (424)

MELODRAMA
94M.

(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Arabian Nights type entertainment has the angles.

CAST: John Derek, Elaine Stewart, Thomas Gomez, Amanda Blake, Paul Picerni, Rosemarie Bowe, Donald Randolph, Melinda Markey, Peter Mamakos, Kurt Katch, Leo Mostovoy, Joann Arnold. Produced by Walter Wanger; directed by Don Weiss.

STORY: Barber John Derek desires to seek fortune and adventure. The local caliph, Donald Randolph, has trouble with his spoiled daughter, Elaine Stewart, who rebels against a marriage arranged for her and instead plans to go to marry Prince Paul Picerni. Derek rides off and comes across Stewart, disguised as a youth, recognizes her, and offers to escort her, for proper payment. They join a caravan, led by merchant Thomas Gomez, which is attacked by a band of wild women led by Amanda Blake and all are captured. Blake, wounded, is aided by Derek and she allows him special privileges. Stewart is then recognized by a former slave and tortured. Derek tries to free her and both are sentenced to die slowly. Warriors sent out by Picerni rescue them. Stewart is taken to Picerni's camp while Derek manages to get back home. Later, he returns disguised with Gomez, and manages to free Blake and her band as well as Stewart. They are pursued by Picerni who battles Derek and loses.

X-RAY: This has all the usual wrinkles found in Arabian Nights type films plus a few new ones such as battling bands of beautiful wild women and CinemaScope and a strong promotional song, "Hajji Baba," as sung by Nat "King" Cole throughout the film. This could do okeh with promotion and selling. The story is of average interest and the cast, direction, and production are suitable. The screen play is by Richard Collins, suggested by the novel by James Morier.

TIP ON BIDDING: Fair program price.

AD LINES: "More Fabulous Than The Tales Of The Arabian Nights, More Exciting Than The Travels Of Marco Polo, More Spectacular Than The Splendors Of Kubla Khan"; "CinemaScope Takes You Through Desert Legion, Caliph Ambush, And Wild Turcoman Women Warriors As It Transports You Into Exotic, Ancient Persia With The Resourceful, Tongue-In-Cheek Rascal Of A Rogue—Hajji Babal"

Carmen Jones (422) DRAMATIC
MUSICAL
105M.

(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Depends on the individual situation.

CAST: Dorothy Dandridge, Harry Belafonte, Olga James, Pearl Bailey, Diahann Carroll, Roy Glenn, Nick Stewart, Joe Adams, Broc Peters, Sandy Lewis, Mauri Lynn, DeForest Covan, and the voices of LeVern Hutcherson, Marilyn Horne, and Marvin Hayes. Produced and directed by Otto Preminger.

STORY: Olga James travels many miles to see her sweetheart, Harry Belafonte, before he leaves his present assignment, part of an army guard at a parachute plant. One of the workers, Dorothy Dandridge, likes Belafonte, but he ignores her. When Dandridge gets into a fight with another woman, jealous sergeant Broc Peters assigns Belafonte the job of taking her into town miles away for jailing. He is forced to leave James behind. When the jeep is wrecked, she persuades him to go home with her. Eventually, he gives in to her romancing, wakes to find her gone and is sentenced to the stockade. James finds she has lost out to Dandridge, who waits for him to get out at a night spot, where heavyweight champ Joe Adams spots her and orders his manager, Roy Glenn, to have her in Chicago for him. Glenn's friends, Pearl Bailey and Diahann Carroll, try to persuade her. He leaves her a ticket should she change her mind. Belafonte shows up, Sergeant Peters goads him into a fight, and Belafonte flees with Dandridge to Chicago. They hide away in a rooming house, and Dandridge goes to Adams. Belafonte tries battling the champ to get her back, but loses and has to flee the police after Dandridge tells him all is over. At the championship fight, he pleads with her to come back, but she refuses and he kills her. The police lead him away.

X-RAY: Here are the ingredients of the film—an all-Negro cast, sexy costumes and situations, an interesting, though not-always pleasant story, good performances by most of the cast, with Dandridge and Belafonte doing a particularly outstanding job, fine direction and production, color and CinemaScope, and some good vocal renditions. Then, too, there is the value of having a stage play of similar title which had a successful run. Add these all together and the individual exhibitor must decide how the film will do for him. There could be much word-of-mouth. The screen play is by Harry Kleiner, with music by Georges Bizet and book and lyrics by Oscar Hammerstein, II. Music include "Cain' Let You Go," "Lift 'Em Up An' Put 'Em Down," "Dat's Love," "You Talk Jus' Like My Maw," "Der's A Cafe On De Corner," "Flower Song," "Rhythm On A Drum," "Stan' Up An' Fight," "Card Song," and "My Joe." This is a film for adults.

TIP ON BIDDING: Depends on individual situation.

AD LINES: "Carmen Was Loved By All Until The Right Man Came Along, And She Made Him Wrong"; "Hot . . . Hot . . . Hot . . . 'Carmen Jones'"; "Another Outstanding Presentation In Color And In CinemaScope."

FOREIGN

Dancing With Crime MELODRAMA
83M.
(Screencraft)
(English-made)

ESTIMATE: Mediocre British thriller.

CAST: Richard Attenborough, Barry K. Barnes, Sheila Sim, Bill Rowbotham, John

Warwick, Garry Marsh, Barry Jones, Judy Kelly, Cyril Chamberlain, John Salew, Peter Croft, Mamish Menzies, Norman Shelley. Produced by James Carter; directed by John Paddy Carstairs.

STORY: Richard Attenborough, taxi driver, finds the body of a former pal in the back of his cab, a victim of a gangland killing. Brought to police headquarters, Attenborough says that the dead man was involved in a black market ring. He is also shown a picture of the dead man's girl, whom he does not recognize. Attenborough and girl, Sheila Sim, at a nearby dance hall see the murdered man's girl friend and Attenborough persuades Sim to take a job as hostess at the dance palace to learn more. She becomes a special friend of dance hall host Barry Barnes and learns that he and the owner, Barry Jones, are involved in the killing and with illegal dealings and also overhears plans for a warehouse robbery. Attenborough surprises the crooks. Jones escapes, heads back to the dance hall to get money, and takes Sim as a hostage as the police arrive. Attenborough manages to save Sim and Jones is apprehended.

X-RAY: A stock thriller, this British import offers little that would be appreciated by American audiences. With no important names and acting which is only adequate, this might do on the lower half at the art houses. Brock Williams wrote the screen play from an original story by Peter Fraser.

AD LINES: "Even Scotland Yard Was Stumped"; "A Taxi Driver Turns Detective To Find Vicious Killers"; "A Thriller From Britain."

Lovers, Happy Lovers COMEDY
105M.
(AFE Corp.)
(English-made)

ESTIMATE: Spicy theme and names should help this at the art house boxoffice.

CAST: Gerard Philipe, Varerie Hobson, Joan Greenwood, Margaret Johnson, Natasha Parry, Germaine Montero, Diana Decker. Produced by Paul Graetz; directed by Rene Clement.

STORY: Gerard Philipe, a Frenchman living in London, has an insignificant office job under a lady supervisor, Margaret Johnson, a strict disciplinarian. To make his lot easier, Philipe manages to win her, but is soon disillusioned by her domineering personality and the unedible puddings which she makes for him. He leaves her and consequently loses his job. On a bus, he meets Joan Greenwood, whom he also tries to seduce. She is a tougher nut to crack, but under the promise of marriage, he wins. With marriage looming, he decides it is time to move on. Poverty stricken, he meets prostitute Germaine Montero. Her maternal instincts brought to the fore, Montero makes of him a kept man and promises to set him up in business with her legacy. Philipe doesn't wait, but instead helps himself to some of her money and leaves. He sets himself up as a teacher of French and a wealthy pupil Valerie Hobson comes along. Finally snared in marriage, Philipe does not curb his roving eye. While the wedding ceremony is in progress, he is flirting with his wife's friend, Natasha Parry. It is she to whom he tells his story in the hope of adding her to his conquests. Failing, he stages a mock suicide attempt. Only injured, Philipe is confined to a wheel chair, a captive to his wife and unable to pursue other women.

X-RAY: This import might be considered by some to be spicy and amusing and by others to be ribald and in bad taste. In any case, the thinness of the script and the repetition of incidents of a similar nature tend to bore. However, an engaging performance from Greenwood and good performances from the

others, including Philipe, and considerably. The frank theme may also qualify it for exploitation houses. Hugh Mills and M. Clement wrote the screen play. Legion of Decency: "C."

AD LINES: "The Don Juan Of London Streets"; "A French Rake's Progress Among English Women"; "His One Talent Was Loving . . . Every Woman Who Passed His Way."

The Shorts Parade

TWO REEL

Art

COMPOSERS IN CLAY. United World. 22m. The story of the world's great living sculptors is told. From Rodin on have come many men who have developed their own styles. Some are seen at work. Also shown are some of the mechanical processes of the art. GOOD.

HENRI DE TOULOUSE LAUTREC. Pictura. 17m. Narrated by Lilli Palmer, this treats the life of the Parisian painter of Moulin Rouge fame through the medium of his paintings and sketches. Lautrec's work glamorized the gay life of Paris in the last half of the 19th century and also shows his own sadder view of life. FAIR.

THE NEW VAN GOGH. IFE. 15m. Another biographical art film, this tells the story in pictures of Vincent Van Gogh. Perhaps the subject of more films and stories than other artists of his period, Van Gogh's life was one of extremes, which accounts for the great interest shown in him. His pictures reflect the changes in the artist himself, from the somber pictures of his youth to the blazing light and color which characterized his last works before he took his own life at the height of his career. GOOD.

CinemaScope Color Novelty

FABULOUS LAS VEGAS. 20th-Fox—CinemaScope Specials. 18m. Richard Allan, as a TWA pilot, and Charlotte Austin, the stewardess, on his plane, arrive in Las Vegas, Nev. Between flights they have time to enjoy themselves Nevada style. The pair lounge in the sun at the pool's edge of one of the Las Vegas strip's fabulous luxury resorts. They tour the old section of the city with all its pioneer spirit preserved, they watch a parade of pretty girls on floral floats, see the wonders of Hoover Dam, and, of course, make a tour of the gambling casinos, the city's most famous attribute. Pleasant as a vacation folder, this should satisfy audiences and the Las Vegas Chamber of Commerce. GOOD. (7421).

Comedy

BILLIE GETS HER MAN. Columbia—Assorted Favorite Reprints. 17m. When first reviewed in THE SERVICESECTION of September, 1948, it was said, "Billie Burke is deciding whether to marry an old school chum, since her daughter is married, when she mistakes her daughter's shower gift as an indication of expectant motherhood. Her son-in-law discusses his new addition, a dog, without specifying human or animal, and all is confusion when his wife phones from the hospital while visiting a friend. The rich old boy-friend appears and is swept up, after a servants' quarrel with crockery, into a near operation at the hospital. Burke discovers the error and salvages her husband-to-be from the havoc. GOOD." (7422).

Topical

THE IRON FENCE. RKO—Specials. 19m. A Canadian mailman relates the stories told him by some of the people he gets to know on his route and in flashback a series of tales are told how a number of people escaped through, over, or under the Iron Fence from the tyranny of Communism. Some make it, others don't, and their tales are told by relatives. GOOD. (53101).

ONE REEL**Art**

THE LOST PARADISE. Pictura. 11m. Vincent Price narrates this story in pictures of painter Hieronymus Bosch. A Flemish artist, Bosch exhibited some advanced techniques. His paintings have a surrealistic flavor although more than 400 years before its official introduction. GOOD.

Color Cartoons

BOOS AND ARROWS. Paramount—Caspars. 6m. Caspar tries getting friendly with a tribe of Indians, but they're not caring much for ghosts. He finally does become friendly with an Indian lad, Little Feather. Caspar keeps the friendly animals from getting hurt by his arrows, but when a hawk swoops down and snatches his baby brother, Caspar battles him until he drops the baby safely into his arms and then frightens him off. The other Indians adopt Caspar and name him Little White Cloud. GOOD. (B14-1).

FIDO BETA KAPPA. Paramount—Noveltoons. 6m. Concerned because his dog is stupid in hunting as well as other doggy chores, the master decides to send the mutt to the dog pound, but the talking animal asks for another chance and is sent to dog college, where he masters many things and gets smarter than his master. GOOD. (P14-1).

LITTLE ROQUEFORT IN THE CAT'S REVENGE. 20th-Fox—Terrytoons. 7m. Roquefort's eternal nemesis, the cat, is going all out for revenge against the little rodent. However, on the brink of an important step, the cat's conscience turns up to make him reconsider. When the pleas fail, the conscience arranges so that the cat's revenge backfires. At this point, the conscience is really the mouse in disguise. FAIR. (5420).

MIGHTY MOUSE IN THE REFORMED WOLF. 20th-Fox—Terrytoons. 7m. A wolf is munching on a carrot as he tells a confrere why he became a vegetarian. It seems that the wolf was given to stealing sheep behind the back of a not too bright sheep dog. However, Mighty Mouse thwarts all his larceny attempts. The

friend disregards the wolf's advice to steer clear of sheep stealing and he, too, meets with Mighty Mouse's retribution. FAIR. (5422).

RED HIDING HOOD RIDES AGAIN. Columbia—Color Favorites. 7m. When first reviewed in *THE SERVICESECTION* of January, 1942, it was said, "A well-made, very amusing cartoon, this is, as the title implies, a parody on the Little Red Riding Hood fable. It manages to include funny situations and better-grade gags. GOOD. (7602).

SOCIAL LION. RKO—Walt Disney Cartoons. 7m. A lion gets fed up scaring the ordinary jungle animals with his roars and goes willingly with a safari as captive. When he gets to New York City, his cage breaks open and he is free to roam the streets and scare all. The big city inhabitants ignore him and his roar, and he gets a taste of the subway, crowds rushing hither and yon, a Lions Club affair, a saloon, etc. He is pulled into a clothing store and sharply clad. When he emerges, everyone realizes he is an honest to goodness lion and the panic is on. The riot squad appears to cart him off to the zoo, where his roar is appreciated. GOOD. (54101).

WHEN MAGOO FLEW. Columbia—Mister Magoo. 7m. Magoo wants to go to the movies, but winds up by mistake at the airport, where he boards a huge plane and takes a seat waiting for the film to start. His neighbor is a nervous man with a brief case. The plane takes off, whereupon a detective appears looking for the man with the brief case, which Magoo thinks is part of the plot. He sees the brief case abandoned and tries to find the owner, wandering throughout the plane inside and outside. His tampering with the rudder causes the plane to return. He finds the man denying owning a brief case and solves a case. At the airport, he tells the stewardess it was a fine show but bewailed the lack of a cartoon. EXCELLENT.

Novelty

ALPINE FORTRESS. RKO—Screenliners. 8m. The camera takes a tour of Switzerland showing stores, traffic, railroads, cable cars, vertical highways, agriculture, live-stock raising, schools making textiles, watches, and the military training. GOOD. (54202).

DRILLING FOR GIRLS IN TEXAS. Paramount—Pacemakers. 9m. Tyler, Tex., is loaded with girls of all shapes, sizes, and ages, all wanting to become Apache Belles and march here, there, and everywhere. These undergraduates at Tyler Junior College drill, learn makeup, walking, dancing, etc., and go everywhere to demonstrate their prowess. Younger youngsters, too, show they aim to march

the right way and practice, practice, practice. GOOD. (K14-1).

HOUSE OF KNOWLEDGE. RKO—Screenliners. 8m. The story of and behind the Smithsonian Institute, Washington, is told with its various collections and members at work shown. FAIR. (54201).

ISLES OF DESTINY. 20th-Fox—See It Happen. 9m. The camera recaptures some of the most famous battles of the island hopping campaign in the Pacific during World War II. Scenes from the battles of Guadalcanal, the Solomon Islands, Tinian, Guam, and Iwo Jima, are shown. FAIR. (6403).

Sports

BRITISH EMPIRE GAMES. RKO—Sportsscopes. 8m. Athletes from 24 nations gather in Canada to take part in the Empire Games and various sports are shown along with some of the winners. GOOD. (54302).

HOT AND COLD GLIDES, SLIDES, AND RIDES. Paramount—Sportlights. 10m. At Waikiki Beach, Hawaii, the surfboards slide over the water while in Florida on the Indian River water ski enthusiasts display their skill. Next on Cannon Mountain, N. H., a ski expert shows how to do it right and fast and then comes the windup in Death Valley, where the sand provides fun for a pair of brothers, who, with a home-made contraption they call a car, have lots of fun on sand skis. GOOD. (R14-2).

SPORTY SIMIANS. 20th-Fox—Mel Allen Sports. 8m. A gang of trained monkeys indulge in some very near human shenanigans that should amuse audiences. The monkeys perform in their own circus and rodeo with remarkable acrobatics and bareback riding. Some other scenes show the chimps diving in for a swim, matching their strength in a wrestling match, and doing some deep sea fishing. GOOD. (3403).

TWIN RIDING CHAMPS. Paramount—Grantland Rice Sportlights. 10m. Hendricks brothers train horses and dogs on their San Fernando ranch, in addition to being an expert riding team. They demonstrate a few excellent equestrian stunts, and six-year-old Lee Ann, daughter of one of the twins, shows her own stable of trained ponies. Animals can be plenty of fun, and this short shows trained horses and dogs in top form. GOOD. (R14-1).

Topical

ALIEN ORDERS. COI. 10m. This British-made subject, with commentary, covers the situation in Malaya and nearby area, and it is not particularly distinguished. FAIR.

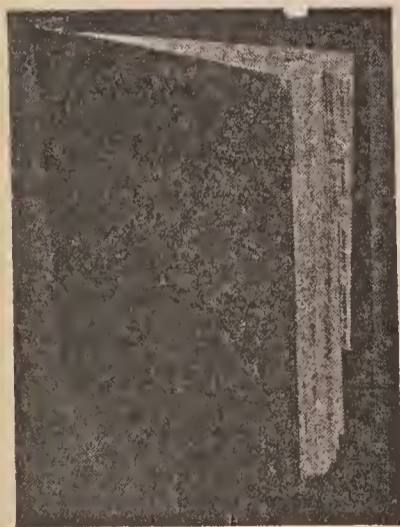
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FIRST QUARTERLY SUPPLEMENT

to the

1954 CHECK-LIST of Feature Motion Pictures in T-V Channels

as originally published, complete with 3498 titles, casts, and release dates, as a saveable section of the JULY 7 ISSUE.

• THESE 108 NEW ADDITIONS BRING THE CURRENT TOTAL TO 3606

Note: Mark for easy reference and save in your file of Reviews!

ACCORDING TO MRS. HOYLE—MD—Manogram—Spring Byington, Anthony Caruso—1951
ACTORS AND SIN—CD—United Artists—Edward G. Robinson, Marsha Hunt, Dan O'Herlihy—1952
ANGELO FRA LA FOLLO—CD—Angelo Maggio, Umberto Spadara, Isa Pola—(Italian-made)—1951
ARIZONA GANG BUSTERS—W—RC—Tim McCoy, Pauline Haddon, Lew Fulton, Forrest Taylor—1940
BAD BOY—D—Allied Artists—Lloyd Nolan, Audie Murphy, Jane Wyatt, James Gleason—1949
BADMEN OF TOMBSTONE—MD—Allied Artists—Barry Sullivan, Marjorie Reynolds, Broderick Crawford, Fortunio Bonanova—1948
BATTLE FOR MUSIC—DMU—Four Continents—Eileen Joyce, Moisevitich—(English-made)—1945
BATTLES OF CHIEF PONTIAC—OMD—Realart—Lex Barker, Lon Chaney, Helen Westcott—1952
BEAUTY AND THE BANDIT—WD—Monogram—Gilbert Roland, Ramsey Ames, Martin Garralaga—1946
BIG CAT, THE—OD—Eagle Lion—Robert Preston, Peggy Ann Gardner, Lon McCallister—1949
BLACK BEAUTY—OMD—20th-Fox—Richard Denning, Mona Freeman, Evelyn Ankers, Charles Evans—1946
BLACK MAGIC—D—United Artists—Orson Welles, Nancy Guild, Akim Tamiroff, Frank Latimore—(Foreign-made)—1949
BLACKMAIL—MY—Republic—Adele Mara, William Marshall, Ricardo Cortez, Grant Withers—1947
BOOMERANG—MYD—20th-Fox—Dana Andrews, Jane Wyatt, Lee J. Cobb, Cora Williams—1947
BRAND OF THE DEVIL—MUW—PRC—Dave O'Brien, Jim Newill, Guy Wilkerson, Ellen Hull—1944
BRANDY FOR THE PARSON—CD—Mayer-Kingley—James Donald, Kenneth Mare, Jean Lodge, Frederick Piper—(English-made)—1952
BREAKFAST IN HOLLYWOOD—CMU—United Artists—Bonita Granville, Tom Brennenman, Billie Burke, Zasu Pitts—1946
BULLET FOR STEPHANO—MD—Lux—Rossano Brazzi, Valentina Cartese, Carlo Mirchi, Carlo Campanini—(Italian-made)—(English titles)—1950
CANDELIGHT IN ALGERIA—MD—20th-Fox—James Mason, Carlo Lehmann—(English-made)—1944
CAPTAIN KIDD—MD—United Artists—Charles Laughlan, Randolph Scott, Barbara Britton—1945
CARNEGIE HALL—DMU—United Artists—Marsha Hunt, William Prince, Frank McHugh—1947
CASA MANANA—MUCD—Monogram—Robert Clark, Virginia Welles, Robert Karns, Tony Roux—1951
CHANCE OF A LIFETIME—D—Ballentine—Basil Radford, Bernard Miles, Nial McGinnis, Julien Mitchell—(English-made)—1951
COME ON LEATHERNECKS—MD—Republic—Richard Cromwell, Leon Ames, Marsha Hunt—1938
CREEPER, THE—MY—20th-Fox—Eduardo Cianelli, Onslow Stevens, June Vincent, Ralph Morgan—1948
CROSSROAD—MD—Metro—William Powell, Hedy Lamarr, Claire Trevor, Basil Rathbone—1942
CRY MURDER—MD—Film Classics—Jack Lord, Carole Mathews, Howard Smith, Hope Miller—1950
DARK WATERS—MD—United Artists—Merle Oberon, Franchot Tone, Thomas Mitchell, Fay Bainter—1944
DIARY OF A CHAMBERMAID—CD—United Artists—Paulette Goddard, Burgess Meredith, Hurd Hatfield, Francis Lederer—1946
DISC JOCKEY—MU—Allied Artists—Ginny Simms, Tom Drake, Jane Nigh, Michael O'Shea—1951
DISHONORED LADY—D—United Artists—Hedy Lamarr, Dennis O'Keefe, William Lundigan—1947
DON'T TRUST YOUR HUSBAND—(Innocent Affair, An)—ROC—United Artists—Fred MacMurray, Madeleine Carroll, Charles "Buddy" Rogers, Rita Johnson—1948
DOWN MEMORY LANE—C—Eagle Lion—Bing Crosby, Gloria Swanson, Steve Allen, W. C. Fields—1949
DUDE GOES WEST, THE—WC—Allied Artists—Eddie Albert, Gale Storm, Gilbert Roland—1948
EXILE EXPRESS—D—Grand National—Anna Sten, Alan Marshall, Jerome Cowan, Jed Prouty—1939

EXILED TO SHANGHAI—AD—Republic—Dean Jagger, Wallace Ford, June Travis, William Bakewell—1937
FATHER TAKES THE AIR—C—Monogram—Raymond Walburn, Walter Catlett, Gary Gray—1951
FRIENDLY NEIGHBORS—CDMU—Republic—The Weavers, Lois Ransan, Spencer Charters—1940
GANGSTER, THE—PD—Allied Artists—Barry Sullivan, Akim Tamiroff, Belita, Joan Lorring—1947
GAY BLADE (Tournament Tempo)—CD—Republic—Allan Lane, Jean Rogers, Edward Ashley—1946
GAY CAVALIER, THE—W—Monogram—Gilbert Roland, Martin Garralaga, Nocho Galindo—1946
GOLDEN GLOVES—MD—Paramount—Richard Denning, Jean Cagney, Robert Paige, Edward Brophy—1940
GYPSY FURY—COSD—Monogram—Vivica Lindfors, Christopher Kent, Johnny Champot, Romney Brent—(Swedish-made)—(English titles)—1951
HANNAH LEE—OMD—Broder—John Ireland, Joanne Dru, MacDonald Carey, Don Haggerty—1953
HEARTBEAT—CD—RKO—Ginger Rogers, Jean Pierre Aumont, Adolphe Menjou, Basil Rathbone—1946
HUNDRED HOUR HUNT—D—Greshler—Anthony Steele, Jack Warner, Sidney James—(English-made)—1953
HUNTED, THE—D—Allied Artists—Preston Foster, Pierre Watkin, Belita, Edna Holland—1948
I BECAME A CRIMINAL—MD—Warners—Trevor Howard, Sally Gray, Rene Ray—(English-made)—1948
I MARRIED ADVENTURE—TRA—Columbia—Osa and Martin Johnson—1940
I WAS AN AMERICAN SPY—DOCMD—Allied Artists—Ann Dvorak, Gene Evans, Douglas Kennedy—1951
IN OLD NEW MEXICO—W—Monogram—Duncan Renaldo, Gwen Kenyon, Martin Garralaga—1945
INCIDENT—MD—Monogram—Jane Frazee, Warren Douglas, Robert Osterloh, Joyce Compton—1948
INNOCENT AFFAIR, AN (Don't Trust Your Husband)—ROC—United Artists—Fred MacMurray, Madeleine Carroll, Charles "Buddy" Rogers—1948
IRON CROWN, THE—AD—Superfilm—Primo Carnera, Elisa Cegani, Luisa Ferida, Rina Morelli—(Italian-made)—(English titles)—1949
ISLE OF DESTINY—MD—RKO—William Gargan, Wallace Ford, June Lang, Gilbert Roland—1940
IT'S IN THE BAG—C—United Artists—Fred Allen, Jack Benny, William Bendix, Binnie Barnes—1945
JOE PALOOKA IN THE BIG FIGHT—CD—Monogram—Joe Kirkwood, Leon Errol, Lina Romay—1949
JOE PALOOKA IN THE SQUARED CIRCLE—MD—Monogram—Joe Kirkwood, Jr., James Gleason, Lois Hall, Edgar Barrier—1950
JOHNNY FRENCHMAN—CD—U—I—Francoise Rosay, Patricia Roc, Tom Walls—(English-made)—1946
LOAN SHARK—MD—Lippert—George Raft, Dorothy Hart, Paul Stewart, Helen Westcott—1952
LONGHORN, THE—W—Monogram—Bill Elliott, Myron Healey, Phyllis Coates, Stan Jolley—1952
MERRY CHASE, THE (Resa di Fifi)—ROC—Superfilm—Rossano Brazzi, Clara Calamai, Nina Besatti, Paola Borboni—(Italian-made)—(English titles)—1948
MICKEY—ROMCMU—Eagle Lion—Lois Butler, Bill Goodwin, Irene Hervey, John Sutton—1948
MR. UNIVERSE—F—Eagle Lion—Jack Carson, Bert Lahr, Janis Paige, Vincent Edwards—1951
MRS. FITZHERBERT—ROHISD—Stratford—Peter Graves, Joyce Howard, Leslie Banks—(English-made)—1950
NAVAJO—D—Lippert—Frances Kee Teller, Hall Bartlett—1952
NAVY BOUND—ACD—Monogram—Tom Neal, Wendy Waldron, Regis Toomey, John Abbott—1951
NORTHWEST TERRITORY—OD—Monogram—Kirby Grant, Gloria Saunders, Chinook—1952
NOT WANTED—D—Film Classics—Sally Forrest, Keefe Brasselle, Leo Penn, Dorothy Adams—1949
NURSE EDITH CAVELL—D—RKO—George Sanders, Anna Neagle, Edna May Oliver, Zasu Pitts—1939
OH WHAT A NIGHT—MD—Monogram—Edmund Lowe, Jean Parker, Marjorie Rambeau—1944
ONE OF OUR AIRCRAFT IS MISSING—MD—United Artists—Godfrey Tearle, Eric Portman, Hugh Williams, Bernard Miles—(English-made)—1942

PANIC—MD—Viviane Romance, Michel Simon, Paul Bernard—(French-made)—(English titles)—1947
PISTOL PACKIN' MAMA—MUD—Republic—Ruth Terry, Robert Livingston, Jack La Rue, Wally Vernon—1943
PORT OF NEW YORK—MD—Eagle Lion—Scott Brady, K. T. Stevens, Yul Brynner, Richard Roler—1949
PYGMALION—MD—Metro—Leslie Howard, Wendy Hiller, Wilfred Lawson—(Foreign-made)—1938
RESA DI FIFI (Merry Chase, The)—ROC—Superfilm—Rossano Brazzi, Clara Calamai, Nino Besatti, Paola Borboni—(Italian-made)—(English titles)—1948
RHYTHM INN—CMU—Monogram—Jane Frazee, Kirby Grant, Charles Smith, Lois Collier—1951
RIDERS OF THE NORTH—OMD—Syndicate—Bob Custer, Blanche Mehaffey, Eddie Dunn—1931
RIDING THE CALIFORNIA TRAIL—W—Monogram—Gilbert Roland, Inez Cooper, Martin Garralaga, Frank Yaconelli—1947
ROBIN HOOD OF MONTEREY—W—Monogram—Gilbert Roland, Jack La Rue, Evelyn Brent—1947
SAN DEMETRIO, LONDON—MD—20th-Fox—Walter Fitzgerald, Arthur Young, Ralph Michael—1947
SHAKE HANDS WITH MURDER—MD—PRC—Frank Jenks, Iris Adrian, Douglas Fowley—1944
SIERRA PASSAGE—OMD—Monogram—Wayne Morris, Lola Albright, Alan Hale, Jr., Roland Winters—1951
16 FATHOMS DEEP—AD—Monogram—Lon Chaney, Jr., Arthur Lake, Lloyd Bridges, Eric Feldary—1948
SMART WOMAN—D—Allied Artists—Constance Bennett, Brian Aherne, Barry Sullivan—1948
SONG OF MEXICO—ROCMU—Republic—Adele Mara, Edgar Barrier, George Lewis—1946
SONG OF MY HEART—BIDMU—Allied Artists—Frank Sundstrom, Sir Cedric Hardwicke, Audrey Long, Mikhail Rasumny—1947
SONG OF OLD WYOMING—WMU—PRC—Eddie Dean, Sarah Padden, Al La Rue, Jennifer Holt—1945
SONS OF ADVENTURE—MYAD—Republic—Lynne Roberts, Russell Hayden, Gordon Jones—1948
SOUTH OF THE RIO GRANDE—MUW—Monogram—Duncan Renaldo, Martin Garralaga, Armida—1945
SOUTHSIDE 1-1000—MD—Allied Artists—Don DeFore, Andrea King, George Tobias, Charles Cane—1950
SPANISH CAPE MYSTERY, THE—MY—Republic—Donald Cook, Helen Twelvetrees, Berton Churchill—1935
STAMPEDE—W—Allied Artists—Rod Cameron, Gale Storm, Don Castle, Johnny Mack Brown—1949
STARS LOOK DOWN, THE—ADD—Metro—Michael Redgrave, Emlyn Williams, Margaret Lockwood, Cecil Parker, Linden Travers—(English-made)—1941
STRIKE IT RICH—ACD—Allied Artists—Rod Cameron, Bonita Granville, Don Castle, Stuart Erwin—1948
SWELLHEAD—C—Tiffany—Jimmy Gleason, Marion Shilling, Johnny Walker, Natalie Kingston—1930
THERE'S A GIRL IN MY HEART—DMU—Allied Artists—Lee Bowman, Elyse Knox, Peggy Ryan—1949
THREE'S A FAMILY—C—United Artists—Charlie Ruggles, Marjorie Reynolds, Fay Bainter—1944
TOURNAMENT TEMPO (Gay Blade)—CD—Republic—Allan Lane, Jean Rogers, Edward Ashley—1946
UNDER SECRET ORDERS—MD—Guaranteed John Loder, Erich von Stroheim, Dita Parlo, Claire Luce—(English-made)—1943
UNDER THE OLIVE TREE—MD—Lux—Raf Vallone, Lucia Bose, Folco Lulli, Maria Grazia—(Italian-made)—(English titles)—1951
UNKNOWN WORLD—FANMD—Lippert—Bruce Kellogg, Victor Kilian, Otto Waldis, Jim Bannon—1951
VICTORIA THE GREAT—HISD—RKO—Anna Neagle, Anton Walbrook, Arthur Young, Felix Aylmer—(Foreign-made)—1937
WEST OF NEVADA—W—Colony—Rex Bell, Joan Barclay, Al St. John, Steve Clark—1936
YANK IN LONDON, A—20th-Fox—Anna Neagle, Dean Jagger, Rex Harrison—(English-made)—1946
YELLOW FIN—AD—Monogram—Wayne Morris, Adrian Booth, Gloria Henry, Damian O'Flynn—1951
YUKON MANHUNT—OMD—Monogram—Kirby Grant, Gail Davis, Chinook, Margaret Field—1951

• • • the next supplement to the **CHECK-LIST** of Feature Motion Pictures in T-V CHANNELS will be published in the Issue of JANUARY 12, 1955

ALPHABETICAL GUIDE To 84 Features Reviewed Since The Sept. 8, Issue

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Pictures in order of release, with principal players, are placed in the month of the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technical) The Black Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technical) Human Desire G. Ford, G. Grahame, B. Crawford	SEPTEMBER Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe)	SEPTEMBER Rear Window J. Stewart, G. Kelly (Technical)	SEPTEMBER Every Girl Should Be Married The Window (Reissues) Africa Adventure R. C. Rurak Documentary (Color)	SEPTEMBER Tobor, The Great C. Drake, K. Booth	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Color by DeLuxe) (CinemaScope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, N. Gates (Basster) Khyber Patrol R. Eagan, D. Addams, (Color) (World) The Golden Mistress J. Agar, R. Bowe (Technical) (Kay-Ryback) Jesse James' Women P. Castle, J. Beutel, D. Barry (Technical) (Panorama)	SEPTEMBER Dawn At Socorro R. Calhoun, P. Laurie, D. Brian (Technical) The Black Shield Of Falworth T. Curtis, J. Leigh (Technical) (CinemaScope) High And Dry P. Douglas, A. Mackenzie (English-made) (Rank)	SEPTEMBER Dragnet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Dorn, M. Windsor (WarnerColor)
OCTOBER The Human Jungle G. Merrill, J. Sterling The Bob Mathias Story B. Mathias, M. Mathias, W. Bond	OCTOBER On The Waterfront M. Brando, K. Malden, E. M. Saint Three Hours To Kill D. Andrews, D. Reed (Technical) Miss Grant Takes Richmond (Reissue)	OCTOBER Deadly Game L. Bridges, F. Currie, S. Silva (English-made) The Unholy Four P. Goddard (English-made)	OCTOBER Rogue Cop R. Taylor, J. Leigh, G. Raft Beau Brummell S. Granger, E. Taylor (Technical) (Made in England) A Woman's Face Dr. Jekyll and Mr. Hyde (Reissues) Brigadoon G. Kelly, V. Johnson, C. Charisse (Anscocolor) (CinemaScope)	OCTOBER Sabrina A. Hepburn, H. Bogart, W. Holden Reap The Wild Wind (Reissue)	OCTOBER She Wore A Yellow Ribbon (Reissue) Passion C. Wilde, Y. DeCarlo (Technical) This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color)	OCTOBER The Outcast J. Derek, J. Evans, J. Davis (Trucolor) Roogie's Bump R. Marriot, Brooklyn Dodgers	OCTOBER Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (CinemaScope) Adventures Of Haji Baba J. Derek, E. Stewart, A. Blake (Color) (CinemaScope) Woman's World C. Webb, F. MacMurray, J. Allyson, C. Wilde, V. Heflin, L. Bacall (Color by DeLuxe) (CinemaScope)	OCTOBER The Barefoot Contessa H. Bogart, A. Gardner, (Technical) (Figaro) Sitting Bull D. Robertson, M. Murphy, J. C. Naish (CinemaScope) (Color) (Frank) The Little Kidnappers D. Macrae, J. Anderson (English-made) (Rank) Operation Manhunt H. Townes, J. Aubuchon (Made in Canada) (Feldkamp)	OCTOBER Naked Alibi G. Grahame, S. Hayden, G. Barry	OCTOBER A Star Is Born J. Garland, J. Mason, J. Carson (Technical) (CinemaScope)
NOVEMBER Target Earth R. Denning, V. Grey, K. Crowley Ketchikan M. Stevens, M. Hyer	NOVEMBER The Siege (Italian-made) A Race For Life R. Conte, M. Aldon (English-made)	NOVEMBER Athena J. Powell, D. Reynolds, V. Damone (Eastman Color) (Printed by Technical) The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technical)	NOVEMBER White Christmas B. Crosby, D. Kaye, R. Clooney (Technical) (VistaVision)	NOVEMBER Cattle Queen Of Montana B. Stanwyck, R. Reagan (Technical) (SuperScope)	NOVEMBER The Shanghai Story R. Roman, E. O'Brien The She-Wolf Kerima (Italian-made) (Dubbed in English)	NOVEMBER Black Widow G. Rogers, V. Heflin, G. Tierney (Color) (CinemaScope) Desiree M. Brando, J. Simmons, M. Oberon (Color) (CinemaScope) The Outlaw's Daughter B. Williams, K. Ryan (Eastman Color) Black 13 P. Reynolds, R. Anderson	NOVEMBER The White Orchid W. Lundigan, P. Castle (Color) (LeBorg) (Color) Twist Of Fate G. Rogers, J. Bergerac (Sertan-Sloan) Shield For Murder E. O'Brien, M. English (Schenck-Koch) You Know What Sailors Are A. Tamiroff, D. Sinden (Technical) (English-made) (Rank) Snow Creature P. Langton, L. Denison (Wilder)	NOVEMBER Four Guns To The Border R. Calhoun, C. Miller, G. Nader (Technical) Ricochet Romance M. Main, C. Willis Bengal Brigade R. Hudson, A. Dahl (Technical)	NOVEMBER Drum Beat A. Ladd, A. Dalton (WarnerColor) (CinemaScope) Track Of The Cat R. Mitchum, D. Lynn, T. Wright (WarnerColor) (CinemaScope)	

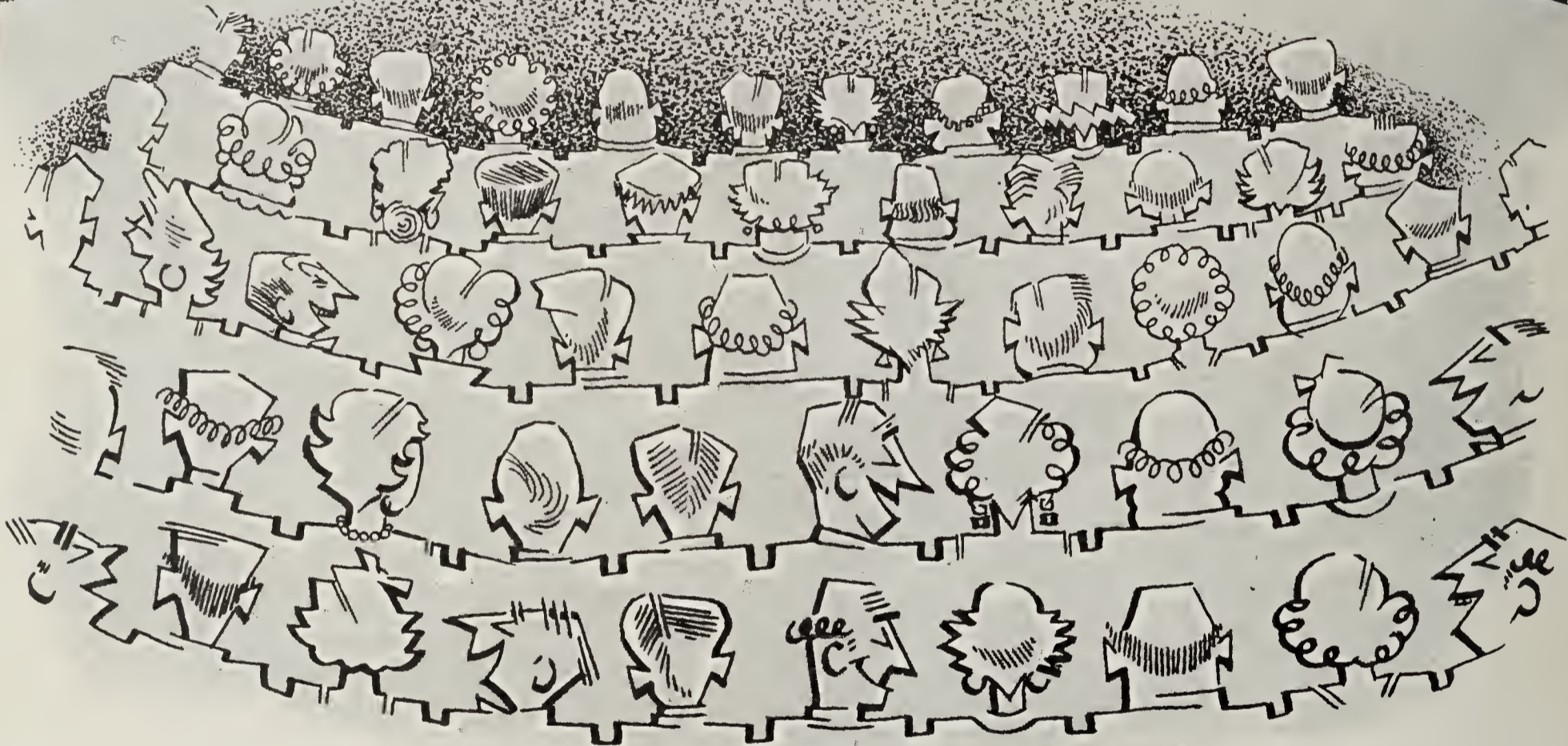
OBSERVATIONS
Oct. 31—Hallowe'en
Nov. 2—Election Day
Nov. 11—Armistice Day
Nov. 25—Thanksgiving

MOON PHASES
OCTOBER 5
NOVEMBER 3
DECEMBER 3

QUARTER  1
FULL  2
LAST  3
NEW  4
26
25
25

FILMMAKERS
Sept.—Private Hell 36—L. Lupino, S. Cochran, H. Duff

THEY'RE ALL YOURS!



Every man, woman and child...every occupied seat...is your "captive audience"! Add them up and they give your trailers 100% readership...an advantage unrivalled by any other advertising medium.

So, when you're thinking of where to put your advertising dollar...put it on the screen...because that's where it scores in front of 100% of your *sold* customers. And, of course, that means Trailers...



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

OCTOBER 27, 1954 NEW YORK STATE EDITION
IN TWO SECTIONS • THIS IS SECTION ONE



Charles Skouras, NT Head, Dies

(page 6)

"Lets You And Him Fight"

(editorial)

AND FEATURING: STUDIO SURVEY



← Trueman Rembusch, above, National Allied executive, and Alfred Starr, TOA, were named last week to head an exhibitors' committee combatting the threat of subscription television, currently being studied by officers of the Federal Communications Commission.

LET'S GIVE YOUR BOX-OFFICE A LIFT

with M-G-M's "BODY"

ATH

Exploit It Sky- High!

Start it rolling and you'll get all the young folks in town — plus their elders! Here's just one angle: GIRLS! Do Big Muscle Men Make Good Lovers? Or would you prefer the romancing of Edmund Purdom — or the song-wooing of Vic Damone?





JANE POWELL
She sings and dances!

EDMUND PURDOM
He romances!

DEBBIE REYNOLDS
Singing-Dancing too!
(She's in the headlines)

VIC DAMONE
Romantic singer!

THE MUSICAL WITH YOUNG IDEAS!

"Just what the doctor ordered!"



The Story of Seven Daring Daughters on the Prowl for Romance! *(They're even saucier than those famed "Seven Brides"!)* Hilarious happenings in a faddist colony where the girls have primitive ideas of wooing their men! It's packed with joy, lilted with 8 gay songs, exciting dances, color glamour! The kind of musical that sends them out happy-go-lucky!

BEAUTIFUL MUSICAL!"

ATHENA

THE NATURE GIRL"

It's the fastest, freshest, funniest film you'll meet all year!

M-G-M presents
"ATHENA"
Starring
JANE POWELL
EDMUND PURDOM
DEBBIE REYNOLDS
VIC DAMONE
LOUIS CALHERN
with
LINDA CHRISTIAN
EVELYN VARDEN • RAY COLLINS
Written by
WILLIAM LUDWIG
and LEONARD SPIGELGASS
Songs: HUGH MARTIN and RALPH BLANE
Photographed in EASTMAN COLOR
Print by TECHNICOLOR
Directed by RICHARD THORPE
Produced by JOE PASTERNAK

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

THE GREAT
BROADWAY MUSICAL
THAT RAN
16 SMASH MONTHS
ON BROADWAY...

2 SOLID YEARS
THROUGHOUT
THE NATION...

NOW ON THE
SCREEN AND
COMING YOUR WAY...



OTTO PREMINGER presents
OSCAR HAMMERSTEIN'S

CARMEN JONES



CINEMASCOPE

Color by DE LUXE · Released by Twentieth Century-Fox

EXHIBITOR



OCTOBER 27, 1954
VOLUME 52 NUMBER 26

"LETS YOU AND HIM FIGHT!"

LISTENING TO THE FIREWORKS of the resolutions and of the speeches coming out of Milwaukee recently, we must admit to the same kind of thrill we used to get as a small boy when a burly and vociferous teamster would capture the undivided attention of the neighborhood by poking a threatening fist under another's nose and promise him dire bodily damage.

That was the time we kids would scramble for a point of vantage and settle down to cheering on the encounter with repeated, "Lets you and him fight!" Unfortunately for our amusement, many of these encounters degenerated into talk alone, while others found the belligerent talker with a weak chin, so that the fight was over pretty nearly before it got started, and we returned to "skin the cat" or whatever other game we had been playing before the "fight" started.

Now, at the risk of being labeled a "communist," or a "fascist," or some equally devastating name like "producer dominated," we are going to forecast that Milwaukee will go down in history as a "talk fight." It was fun to listen to, and some of the threats were real blood curdling, but not a blow was struck; and with everybody back home we don't see a single black eye except those that can be charged to Hurricane Hazel.

Battler Abe Myers came out of his corner fast and threw a "haymaker" in the form of a bill to be presented to Congress asking for government control of film prices. We'll need to wait three months to learn whether that blow hit. Other fast jabs were thrown at the Department of Justice as being too friendly to "Big Business"; and there were many eloquent uppercuts, hooks, and round-house swings taken at producers, distributors, and their representatives, although there was no conclusive evidence that any landed.

THE LAW ABOVE THE LAW

TRADE OBSERVERS couldn't help but grin recently when one of the big distributors, faced with a picture that represented an investment of heavy sugar, "suggested" upped admission scales in the first runs in order to get it out. While a good picture, it wasn't that good in the public's mind, so the turnstiles didn't hum in unison with the big ad campaign.

So the talking is all done and we theatre owners can go back to our "skin the cat," finding it just as hard to skin.

In the realistic light of morning, and without Myers' better perspective of Washington, we must feel that government regulation of film prices, or government classification of theatres as a public utility are far from the basic Constitution under which we live. We must know that our ills stem from a more selective audience in an era of less good A and merchandisable B pictures. We must realize that because all producers and distributors are in business to make money, if they could make more money by making more good A and merchandisable B pictures, they would do it. And we must know that no amount of interior fights, whether real or talk, will produce more good A and merchandisable B pictures for our theatres.

So the single answer may be in encouraging more producers, and possibly more distributors, to satisfy our theatre demands.

As we see it, the one ray of sunshine that came out of Milwaukee was the statement of canny Ben Marcus to the trade press to the effect that Allied would back an arbitration system that would include the arbitration of film selling policies. Had that stand been taken a year ago we might have had a workable arbitration board in existence right now, and the ability to amicably settle most of our interior fights.

This one policy change may live as the real accomplishment of the Milwaukee meeting.

Distributors, in turn, could match this gesture by Allied with the addition of more prints per exchange, and some reconsideration of ridiculous clearances, in order to relieve the film shortage.

So the \$1.50 scale will be dropped back to normal.

It is reassuring to know that, regardless of legislation of film prices, there is always that good old economic law of supply and demand that has no regard for production budgets. It has never been amended! And it is your one best bet that it never will be!

(Editorials continued on page 8)

CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Charles Skouras, National Theatres president, dies on west coast (page 6).

G. M. Pinckney, Newark, N. J., Altec office manager, dies (page 7).

Distribution

Edmund J. Baumgarten is appointed Lipper president (page 10).

Allied Artists announces winners in 13-week sales drive (page 10).

Herbert J. Yates, Republic president, and J. Arthur Rank conclude distribution deal for five Rank films (page 18).

Exhibition

TOA's Alfred Starr and National Allied's Trueman Rembusch head an exhibitors' committee fighting pay-as-you-see TV (page 7).

Loew's and UA Theatres dissolve partnerships to conform with consent decrees (page 9).

Financial

Leonard Goldenson, AB-PT president, reports that the 1954 third quarter showed a 45 per cent increase in profit over last year due to top product (page 15).

International

20th-Fox executives Al Lichtman and William C. Gehring lead Toronto product talks, and Canadian government reports on imports and theatre construction (page 10).

Legal

Monticello Film Corporation challenges Columbia's rights to "On The Waterfront" and seeks to stop distribution (page 7).

Image and Sound Service Company files suit in Boston against RCA and Altec, charging sound monopoly (page 7).

Jacksonville theatre sues Warners in anti-trust action (page 10).

Gene Autry and Roy Rogers lose battle to keep Republic from selling films to TV (page 15).

Anti-trust judgment in favor of Mississippi theatre is reversed by higher court (page 19).

Legislative

Federal Trade Commission receives National Allied's bill asking industry regulation (page 8).

New York commissioner says no law exists permitting censorship of exterior ads (page 9).

Mel Konecoff

The Hotel Astor industry luncheon for Charles Boasberg, DCA executive; Pathe Laboratories host newsmen on a tour of their plant; Gina Lollobrigida makes friends with the press; and producer Hall Bartlett gives his industry views (pages 6 and 18).

Organizations

SMPTE convention elects John G. Frayne as president (page 9).



David A. Bader, veteran of motion pictures and television, recently was named to succeed Jacques Kopfstein as general sales manager of Atlantic Television Corporation. He left a similar post with Commonwelath Film and Television, Inc., to join Robert M. Savini's company as sales head.

NEW YORK By Mel Konecoff

TRIBUTE NOTE: Close to 500 exhibitors and others in the industry gathered last week at the Hotel Astor to pay tribute to Charles Boasberg, former general sales manager at RKO and currently vice-president and general manager, Distributors Corporation of America, newly-formed distribution and production organization.



KONECOFF

Robert J. O'Donnell, prominent Texas exhibitor and friend of Boasberg, acted as toastmaster, introducing local exhibitor Sam Rinzler to start the program rolling. Rinzler was in fine form, stating that he had saved his voice for the occasion by talking to no one, not even to asking for an adjustment at local exchanges. He felt sure that once DCA got rolling the film shortage would be over and a buyer's market would exist once again. He paid tribute not only to Boasberg, but to the latter's associates at DCA, namely Fred Schwartz, president, and Irving Wormser, newly appointed general sales manager.

Harry Brandt, president of ITOA and circuit head, added his words of praise for Boasberg and wished DCA well, promising exhibitor support to a company whose initials could also stand for "Decency, Confidence, Ability." DCA prexy Fred Schwartz announced he was proud to have Boasberg and Wormser associated with him.

Ned Depinet, former RKO president, recalled how he first introduced Boasberg to the industry by giving him a job in the Buffalo exchange back in 1921 and how his abilities shone steadily since then. Speaking on behalf of the RKO family, he reported everyone being proud of Boasberg and wished him and DCA well in the future. Joseph Kaufman, producer of "Long John Silver," which

Latest Bulletins

(Developments At Press Time)

Charles P. Skouras, NT Head, Philanthropist, Dies

HOLLYWOOD—Charles P. Skouras, president, National Theatres and Fox West Coast Theatres, and well-known in philanthropic work, died at Cedars of Lebanon Hospital at the age of 65 after suffering the last of a series of heart attacks.

Funeral services were conducted from Saint Sophia Cathedral (Greek Orthodox) of Los Angeles, of which Skouras was a founder. In addition to his wife, Florence, who was at his side constantly following the final attack, Skouras is survived by two daughters, a son, six grandchildren and his brothers, Spyros P., 20th-Fox president, and George P., United Artists Theatres president.

Born in Greece, Skouras, with his brothers, entered the industry in 1914 with the purchase of a St. Louis nickel-odian, the Olympia. From this, the brothers developed a circuit of 36 theatres in the area, sold them to Warners, and in 1931, acquired 47 houses from a Fox Theatres subsidiary, operating them as Skouras Theatres Corporation.

Charles Skouras became NT head in 1942 and continued in that post after divorcement of the circuit from 20th-Fox. He participated in many civic and religious undertakings and was a founder and chief barker of the Variety Club of Southern California. His philanthropic activities over many years involved him with the work of various religious and charitable organizations.

DCA is expected to release around Christmas time, also paid tribute to Boasberg.

Walter Reade, Jr., presented Boasberg with a gag gift, a special telephone, expecting him to do much of his future selling via that medium and pledging as well on behalf of exhibitors everywhere full backing of DCA. Boasberg responded, thanking all present for their kindness, and he extended thanks as well to O'Donnell and the committee which included Reade, Rinzler, Joe Seider, Mannie Frisch, Sam Shain, Mort Sunshine, Herman Schleier, and others.

TOUR AND INFO: Pathe Laboratories, Inc., a subsidiary of Chesapeake Industries, recently invited a group of newsmen to tour the plant and to observe the latest in technical advances laboratory-wise. James Wolcott, executive vice-president, reported that the trend today was toward more and more color films.

This year alone has seen 60 per cent of the films turned out by the industry to date in color, while last year 35 per cent of the total film was in color. 1946 had only eight per cent of the film made by 13 companies in color. Up to now, scarcely a year went by when there weren't at least 300 films turned out in

(Continued on page 18)

Exhibitors Plan Drive Against Toll TV

Holdover Business Steady On B'way

NEW YORK—Most of the Broadway first-runs, featuring top product, maintained a steady pace last weekend. Loew's State had a fair opening with the only newcomer, MGM's "Beau Brummell."

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"A STAR IS BORN" (Warners). Paramount expected the second week to hit \$92,000.

"A STAR IS BORN" (Warners). Victoria, playing day-and-date with the Paramount, reported \$39,000 for the second session.

"WOMAN'S WORLD" (20th-Fox). Roxy reported \$27,235 for Tuesday through Sunday, with the fourth week sure to go to \$29,500.

"WHITE CHRISTMAS" (Paramount). Radio City Music Hall, with stage show, claimed \$108,000 for Thursday through Sunday, with second week bound to top \$170,000.

"SABRINA" (Paramount). Criterion anticipated the fifth week at \$29,000.

"REAR WINDOW" (Paramount). Rivoli claimed \$17,000 on the 12th and last week.

"ADVENTURES OF HAJJI BABA" (20th-Fox). Globe dropped to \$7,000 on the third, and last, week.

"SUDDENLY" (UA). Mayfair hit \$25,000 on the third week.

"ON THE WATERFRONT" (Columbia). Astor reported \$24,000 for the 13th week.

"BAREFOOT CONTESSA" (UA). Capitol expected fourth week to top \$43,000.

"BEAU BRUMMELL" (MGM). Loew's State, with the only new attraction on the Main Stem, was heading toward a \$28,000 opening week.

"Waterfront" Rights Challenged

NEW YORK—Monticello Film Corporation last fortnight filed suit asking that Columbia be enjoined from distributing "On The Waterfront" and that the plaintiff be awarded damages. Named as defendants were Budd Schulberg, Elia Kazan, Horizon-American Pictures, Malcolm Johnson, Columbia, and Sam Spiegel.

It is alleged that in May, 1949, Monticello acquired the exclusive ownership of articles by Johnson in the New York Sun titled "Crime On The Waterfront." Subsequently, it is charged, the plaintiff acquired the services of Schulberg as a consultant on the preparation of a picture based on the articles and to write the screen play on a profit-sharing basis. However, the suit alleges, Schulberg appropriated the property and conveyed it to Horizon-American.

Altec's Pinckney Dies

NEW YORK—G. M. Pinckney, well known to exhibitors in New Jersey in his capacity as branch manager of the Newark office of Altec Service Corporation's eastern division, died last fortnight. He was a veteran employe of the company. Funeral services were held from McCorry Funeral Home, Cliffside, N. J.

Starr, Rembusch Head Committee And Invite Cooperation Of Groups Interested In Free TV

CHICAGO—At a meeting at the Blackstone Hotel last week, a group of exhibitor leaders representing approximately 95 per cent of the organized exhibitors of the country formed a joint committee against toll TV. The meeting was a follow-up of a secret meeting called by Allied States Association's TV committee on Sept. 13 here. At that meeting, exhibitor association representatives attending unanimously agreed that a joint committee for TV should be formed, but action had to be deferred until all representatives could report back to their respective organizations for the purpose of instruction as to organization's attitude toward participating in the endeavor.

Within three weeks, Trueman T. Rembusch, serving as temporary chairman for the group, had received communications from all parties participating in the first meeting advising of their desire to participate in the formation and operation of a group to concern itself with the fight against subscription TV.

The first order of business was the setting up of officer machinery to direct the organization's efforts. Alfred Starr, TOA, and Rembusch, Allied, were elected co-chairmen. Philip Harling, MMPA, and James Arthur, Southern California Theatre Owners, were elected treasurer and secretary, respectively. Abram F. Myers, Allied; Herman Levy, TOA; Arthur, Southern California Theatre Owners; and Harling, Metropolitan Motion Picture Theatres Association, were elected to serve the group as a legal advisory committee.

Co-chairmen Starr and Rembusch stated that the organization of the joint committee was not limited to members of the motion picture industry, but that all groups interested in preserving free home television for American people would be invited to become members of the committee.

Attending the meeting were Myers, George Kerasotes, David Arthur, James Arthur, Julius Gordon, Rembusch, Sol Strausburg, William Nameson, George Gaughan, and Ralph McClanahan.

George Kerasotes, member of the TOA

Trust Suit Charges Sound Monopoly

BOSTON—In two separate anti-trust actions filed last week in the Federal District Court, The Image and Sound Service Companies alleged that Radio Corporation of America and RCA Service Company combined and conspired to eliminate Image and Sound from the motion picture sound service business in New England and throughout the United States, and similarly charged Altec Service Corporation and National Simplex Bloodworth, Inc. The damages claimed in each action, before trebling, exceeded \$1,750,000.

Both complaints specified that the defendant corporations attempted to monopolize the sound service field through illegal practices, including, among others, false statements about the plaintiffs to the motion picture trade, and inducing breaches of contract by customers of the plaintiffs.

Image and Sound President Lawrence J. Hacking, stated, "Our entry into this field benefited the entire industry by better service and lower rates. The institution of these suits was necessary to preserve free competition. The entire motion picture industry will benefit by our actions."

The suits were filed by the Boston law firm of Malloy, Sullivan, and Myerson.

Code Fee Increase Considered

HOLLYWOOD—Studio heads last week were considering proposed increases in service fees of the production code service of the Motion Picture Association of America.

At the present time, Code service fees are broken into seven categories, varying from \$1,150 fee for a film, the negative costs of which exceeds \$500,000, to a \$100 fee where the negative cost is less than \$50,000. All shorts are charged \$50 for the Production Code seal.

executive committee, also took a blast at subscription TV in an address to a Peoria, Ill., meeting of United Theatre Owners of Illinois. He referred to pay-as-you-see TV as a "threat to our business of motion picture exhibition" and charged that it would create a communications monopoly through the televising of first-run films.

Proponents of subscription TV responded immediately to exhibition's challenge. Commander Eugene F. McDonald, Jr., Zenith Radio Corporation president, declared that there was room and need in this country for both subscription TV and motion pictures and charged that exhibitors were standing in the way of progress by their stand. Boxoffice video, he said, would create a greater need of good films, allowing Hollywood to produce for both theatres and television.

Arthur Levey, president, Skiatron Electronics and Television Corporation, which holds world rights for Subscription-Vision, also stated that exhibition's stand was against progress.

I N D E X

VOLUME 52, NUMBER 26 OCTOBER 27, 1954

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EDITORIALS • (Continued from page 5)

SUPPORT THE "SALUTE"

LAUNCHING of the fifth annual Christmas "Salute" to the Will Rogers Memorial Hospital means that it is now up to the industry to give its wholehearted support to the institution at Saranac Lake, N. Y.

That the industry is well organized is apparent, with Charles Feldman as the national distributor chairman and M. A. Silver as the national exhibitor chairman. The goal this year is \$250,000, and the campaign leaders are

aiming for 200,000 signatures.

When one considers that when the "Salute" started in 1950, it grossed \$55,000, and that in 1953 this had grown to \$150,000, one gets a pretty good idea of the possibilities of an intensive push.

The "Salute" is the number one source of funds for the hospital and it is to be hoped that everyone within the industry will do the utmost to help.

A SUGGESTION TO SALES HEADS

AMONG THE 10 or more distributors visited by Allied's committee, and covered in its report to their board, there seemed to be a reluctance to indict the sales policies and distributional methods of only two or three. Either by coincidence or from actual poll of their membership, 20th-Fox and MGM, who can be classified as two of the leading sources of A product in volume, and who must be considered as key lineups in any theatre where multiple changes make volume necessary, seemed to be considered a little more fair, or at least more endurable, than the rest. One almost reaches the conclusion that if these two distributors alone were involved, none of the current hassel would have come to a head.

Now, from personal experience, we know that this doesn't mean that 20th-Fox and MGM give their pictures away, or don't get the last reasonable dollar for each and every one of them. Al Lichtman is as smart as they come and gets as high a national gross as anyone in this business, but he is seldom unreasonable, and only recently was the one who was big enough to admit that theatres grossing less than \$1000 per week would be sold flat. And Charlie Reagan at MGM, and Bill Rodgers, his predecessor, would never be classified as pushovers, to the point that at least one small circuit of our intimate acquaintance hasn't done business with them for more than five years.

But both of them follow a reasonable line. Both of them respect their theatre customers and admit that they are entitled to a profit, too. Both of them are quick to accept a sliding scale, which still stands as the most equitable form of percentage selling ever devised. And both of them stick pretty well to the established sales policies on their big ones, without inventing new "gimmicks" to squeeze the exhibitor because of one big grosser.

Maybe many of the sales executives of lesser distributors, of the companies that grind out six dogs for every big hit, should look closer at the methods of 20th-Fox and MGM.

Maybe there would be more peace and prosperity and less ill will and street fights in this business if all sales policies reflected 20th-Fox and MGM methods.

There is more than coincidence in the fact that year after year in our Laurel Award poll, these two companies rank high in the vote on "Which company do you find most fair and honest in their dealings with you?"

And just to prove that "it's a difference of opinion that makes horse racing," if the reader is curious about the identity of the small circuit that finds MGM too tough to do business with . . . it's me!

Jay Emanuel

16mm. Trial Nears

HOLLYWOOD—Federal Judge Harry C. Westover last fortnight entered a pre-trial order in the Government's anti-trust suit against 12 distributors of 16mm. film. The case was filed in July, 1952, and the pre-trial hearing has been set for December 13.

The pre-trial order instructs counsel for both sides to prepare and supply a large number of documents and to undertake to reach an agreement on facts in order that the trial, expected to be held in the spring, may be narrowed down to key essentials.

DCA Names Wormser

NEW YORK—Fred Schwartz president, Distributors Corporation of America, last week named Irving Wormser as vice-president and general sales manager, ending Wormser's 24-year association with Columbia, where he had served with the executive sales staff. Wormser will work with Charles Boasberg.

FTC Receives Allied Film Regulation Bill

WASHINGTON—The Federal Trade Commission's general counsel last week announced receipt of a draft of National Allied's proposed federal industry regulation bill authored by Abram F. Myers, general counsel and board chairman.

It was explained that it is customary for the FTC to study in advance of introduction such bills to enable the committee to which the bill will be referred to schedule early hearings. The Congressional practice is to introduce legislation, have it referred to the appropriate committee of each house, and at that point the federal agency designated for administration is asked to submit an analysis and recommendations. This report usually covers legal and other questions raised by the terms of the draft, and comments on the wisdom, need, and practicality of the legislation.

JDA Chairmen Named

NEW YORK—Twelve leading industry figures are serving in key positions in the annual Joint Defense Appeal campaign in support of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, it was announced last week. Barney Balaban, Robert S. Benjamin, Harry Brandt, Jack Cohn, Simon H. Fabian, Leonard H. Goldenson, Arthur B. Krim, Herman Robbins, Sam Rosen, Spyros P. Skouras, Richard F. Walsh, and Major Albert Warner are all serving as honorary chairmen in the nationwide effort which will be highlighted in New York City by a testimonial luncheon honoring the trade press today (Oct. 27). The announcement was made by William J. German, JDA division chairman.

Louis Phillips, Phillips, Nizer, Benjamin and Krim, is serving as luncheon chairman, and Leon Goldberg, United Artists, is treasurer. Martin Levine is JDA chairman of the Cinema Lodge of B'nai B'rith, co-sponsor of the JDA luncheon.

Exterior Ad Hassle Continues In N.Y.

NEW YORK—City License Commissioner Edward T. McCaffrey was told last week by the New York City Corporation Counsel's office that at present there is no legal authority for any action on censorship of a theatre's use of exterior advertising.

It was revealed, however, that under Section 1141A of the Penal Code, police authority may be exercised upon a theatre found to be using improper advertising. Preliminary discussions regarding a set of rules and regulations for the exterior advertising of films in lobbies, on marquees, etc., were held by McCaffrey with exhibitors, religious, business and civic leaders, at which time alleged immoral displays in the 14 theatres in the Times Square area were discussed. Later, these theatres were exonerated of the charges, but the 42nd Street houses are still said to be playing up "risque" angles on films.

McCaffrey refused to name specific theatres, but it was learned that two 42nd Street theatres involved have been specializing in the "burlesque type films." A further study of the "exterior advertising code" or a system of self-regulation by all theatres was anticipated by McCaffrey.

Loew's, UA Theatres Split

NEW YORK—It was reported last week that Loew's Theatres and United Artists Theatres, after negotiations which lasted almost a year, have agreed on a split of their theatre partnerships, involving six theatres in five cities. The split was necessitated by consent decree provisions ending the government's anti-trust suit against Loew's. All of the houses had been operated by Loew's.

United Artists gets Loew's State, Los Angeles; the Penn, Pittsburgh; and the State, Louisville, Ky. Loew's takes the Century, Baltimore, Md.; and the Broad and Ohio, Columbus, O.

SMPTE Lauds Film Engineers' Role; Elects J. G. Frayne To Presidency



The Society of Motion Picture and Television Engineers recently made its annual technical awards at the society's 76th semi-annual convention in Los Angeles. Herbert Barnett, SMPTE president, is shown making the presentation to, left to right, Ray D. Kell, recipient of the David Sarnoff gold medal award; Lorin D. Grignon, Samuel L. Warner memorial award; and Armin J. Hill, winner of the SMPTE Journal Award.

U-I Shorts Pace Maintained

NEW YORK—Irving Sochin, short subjects sales manager, U-I, announced last week that the company would maintain its steady production pace and release of previous years by releasing 51 short subjects during the 1954-55 season.

The 51 shorts will consist of 15 two-reelers and 36 one-reelers, six of the one-reelers being reissues of Walter Lantz Technicolor Cartunes of previous years. Thirteen of the two-reelers will be in the popular "Musical Featurettes" series, featuring name bands and well-known musical personalities. There will be eight "Variety View" one-reelers; eight "Color Parade" one-reelers; and 13 new Walter Lantz Technicolor Cartunes. There will also be 104 issues of the Universal-International newsreel.

LOS ANGELES—John G. Frayne was elected president of the Society of Motion Picture and Television Engineers last week following a meeting of the society's board of governors during the group's national convention. Frayne is director of research for the Westrex Corporation, Hollywood.

Other officers include Bartin Kreuzer, RCA, executive vice-president; Norwood L. Simmons, Eastman Kodak Company, editorial vice-president; Byron Roudabush, Byron, Inc., convention vice-president and Edward S. Seeley, Altec Service, secretary.

Also announced was the election of regional governors. For the east coast area, newly elected governors are Gordon A. Chambers and George Lewin; central area, Malcolm G. Townsley and W. Wallace Lozier; west coast area, Lloyd T. Goldsmith and John W. Duval.

Herbert Barnett, outgoing president, traced the industry's upswing from a low point touched two years ago and said, "Today our industry is enjoying fruits of a two-year investment in engineering and applied research. It is a rare and welcome occasion indeed that permits a motion picture engineer to contribute directly to the immediate benefit of his industry. Through his ability to meet these responsibilities he has gained greater esteem and prestige, and has moved forward into new positions of prominence."

Awards went to S. D. Grignon, 20th-Fox, the Samuel L. Warner award, for engineering work on stereophonic sound; the David Sarnoff gold medal award went to Ray D. Kell, RCA, for contributions to color TV; and the SMPTE Journal award went to A. J. Hill for his paper on stereoscopy. A special achievement award was given to Earl J. Sponable and Herbert E. Bragg for contributions to Cinema-Scope.

The Editor's A Movie Fan

NEW YORK—The 29th in the series of Council of Motion Picture Organizations ads in Editor and Publisher appeared last week and quoted a letter from James Gediman, executive vice-president, The American Weekly, in which he stated that "movie material goes big with our audience" and "that's why we play it up all year round."

"We don't know or pretend to know," wrote Gediman, "what the producers and exhibitors ought to do or ought not to do. We're interested and enthusiastic about what's right and good about the movies. But there's one thing we do know, and so does everybody else with a stake in the motion picture industry; bright, colorful news and pictures about enjoyable productions, glamorous glimpses of anticipated hits, will excite and activate the American people. To us, going to the movies, talking about them, holding hands during them, constitute a basic American enthusiasm. Maybe, we're a little movie struck ourselves, but we know from our studies, that movie material goes big with our audience. That's why we play it up all year round."

This Was The Week When

Directors of Stanley Warner Corporation declared a dividend of 25 cents per share on the common stock, payable on Nov. 24 to holders of record on Nov. 3. . . . Allied Artists completed a two-reel subject, "This Is Allied Artists," to be screened for exhibitors throughout the world to acquaint them with increased production plans. . . . David Hanna, Figaro, Inc., publicity representative, flew to Hollywood from New York to participate in the campaign for the west coast premiere of UA's "The Barefoot Contessa." . . . RKO announced that "The Big Rainbow," first Superscope production, will open in New York on Christmas Day at the Mayfair, following a world premiere at the Fox, St. Louis, on Dec. 21. . . . The American premiere of "Illicit Interlude," a Swedish film, took place at the Plaza, New York. . . . Films of the Nations' 1955 catalogue, listing and describing more than 100 subjects, was off the press.

Capitol Releasing Corporation, Atlanta, was granted southern distribution rights to the Selznick Releasing Organization presentation, "Notorious" and "The Farmer's Daughter." . . . The Motion Picture Industry Credit Group met in New York and discussed billing procedures and inventory control of the various companies. . . . The combined 1954 conventions and trade show of TOA, TESMA, TEDA, and IPA set personal convention appearances of Columbia's Kim Novak, MGM's Elaine Stewart, and U-I's Rock Hudson, and a screening of U-I's "The Far Country." . . . Bob Mathias launched the United States Olympic Fund drive, opening simultaneously with the San Francisco and Tulare, Cal., premiere of AA's "The Bob Mathias Story." . . . Officers of the General Federation of Women's Clubs, numbering 155, were the guests of 20th-Fox in New York for breakfast and a special preview showing of "Black Widow," opening today (Oct. 27) at the Roxy.

The International Scene

Canada

20th-Fox Executives Discuss New Product

TORONTO—The Toronto branch office of 20th-Fox was the site of the latest in a series of regional conferences called by distribution director Al Lichtman to formulate merchandising plans on forthcoming releases and to review generally company sales policy.

Directing the two-day meeting was W. C. Gehring, executive assistant general sales manager, and Arthur Silverstone, assistant general sales manager, both of whom left New York for the sessions, and Peter Myers, Canadian division manager.

Canadian division branch managers attending were Robert A. Cringan, Calgary; G. L. Chernoff, Montreal; R. G. March, St. John; V. J. Beattie, Toronto; J. E. Patterson, Vancouver; and J. H. Huber, Winnipeg.

Under discussion was the handling of CinemaScope releases "Black Widow," "Desiree," "Carmen Jones," and Irving Berlin's "There's No Business Like Show Business." Standard films discussed were "The Outlaw's Daughter," "Black 13," "Devil's Harbor," and "The Other Woman."

Canadian Comment

The Canadian Government reported that imports of films rose to \$5,079,000 in



At the recent bow of "Romeo and Juliet," multi-million dollar production awarded Venice Film Festival's Grand Prize, which UA will release in the U. S. late this year, at the Odeon Leicester Square, London, England, were seen director Renato Castellani, stars Susan Shentall and Laurence Harvey, and producer Joseph Janni.

the first seven months of 1954, in contrast to \$4,541,000 in the same period of 1953. Film imports in July rose again to \$809,000 against \$805,000 in June, as compared to \$721,000 in May and \$599,000 in July last year.

Canadian amusement construction was reported down to \$19,897,000 during 1954 in contrast to \$23,741,000 during 1953, but above the \$19,064,000 during 1952.

In Toronto Harry Allen, Jr., MOTION PICTURE EXHIBITOR correspondent, advised by wire last week that due to "work in Hurricane Hazel" he was prevented from filing copy for this issue.

AA Sales Drive Winners Announced

CHICAGO—The New Orleans, Detroit, and Indianapolis exchanges were first place winners in Allied Artists' recent 13-week billing drive, it was announced last fortnight by Morey R. Goldstein, vice-president and general sales manager, at the company's annual sales convention.

First prize consists of \$1500 for the exchange manager and a two weeks' vacation with salary for bookers and salesmen. Second prize consists of \$500 for the manager and a one-week vacation with salary for the bookers and salesmen. Third prize consists of \$250 for the manager.

Winners were, first division—New Orleans, Henry B. Glover, manager, first; Kansas City, R. M. Copeland, manager, second; and St. Louis, M. Schweitzer, manager, third; second division—Detroit, Nathan D. Levin, manager, first; Albany, Nate R. Dickman, manager, second; Memphis, Bailey Prichard, manager, third; third division—Indianapolis, Edward Spiers, manager, first; Atlanta, J. E. Hobbs, manager, second, and Denver, the late Charles Duer, manager, third.

Branch managers winning first, second, and third prizes of \$500, \$300, and \$200, respectively, in the "Little Rascals" comedy series drive were M. J. E. McCarthy, Los Angeles, first; Nat Nathanson, Chicago, second; and Jack Felix, who managed the Portland exchange at the time of the drive and now managing the Denver exchange, third.

Baumgarten Heads Lippert

HOLLYWOOD—Robert L. Lippert announced last week that his executive assistant, Edmund J. Baumgarten, has been made president of Lippert Pictures. Lippert will remain in an advisory capacity.

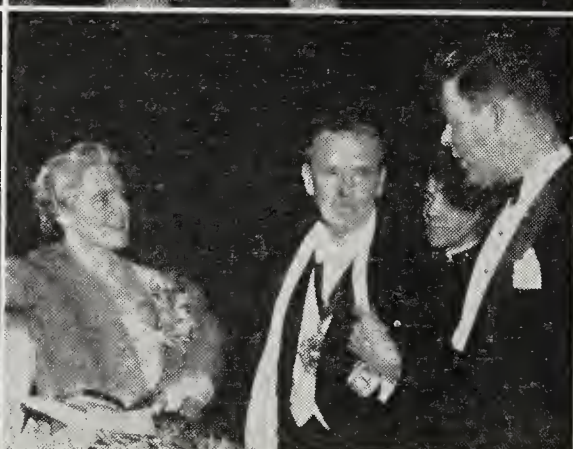
Lippert will personally supervise picture sales for the next three months on a group of top budget films including "They Were So Young," Scott Brady-Johanna Matz starrer filmed in four countries; "A Race For Life," starring Richard Conte and Mari Aldon; and "Black Pirates," in Ansco-color, with Anthony Dexter, Martha Roth, and Lon Chaney.

Lippert will make a tour of all exchange offices in the U.S. to set this group of pictures, and to discuss current and other upcoming product. Following the launching of these three films, four district sales managers will be appointed early in January, all under the jurisdiction of Baumgarten. William Pizor will remain as vice-president in charge of foreign sales.

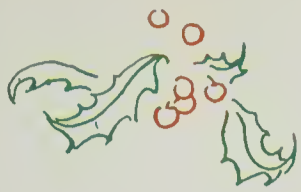
Florida House Sues Warners

JACKSONVILLE—A \$300,000 triple damage suit against Warners was filed in Federal Court here last fortnight. The suit, brought under the Clayton anti-trust law, was filed by attorneys for Elias Chahub, Carefree Center, West Palm Beach, Fla.


The suit accused Warners of "permitting multiple buying power of competitors to control bids affecting only the Carefree area." It also claimed that Warners refused to "license or rent its products to Carefree."

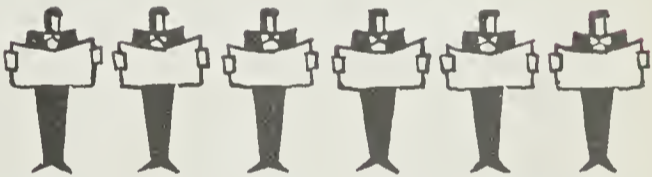



"This Is Cinerama" recently had its English charity premiere at the London Casino and from left to right, top to bottom, are seen the crowds awaiting admittance and arrival of the scores of British dignitaries who came to the debut; S. H. Fabian, president, Stanley Warner, with Marie Miskis, selected as "Miss Cinerama" in London to help launch "This Is Cinerama" on the continent; the B.B.C. unit in their theatre box; and Arthur Rosen, representing the executive vice-president of Stanley Warner, Samuel Rosen, with the Lord Mayor and Lady Mayoress of London. The premiere was very successful.



From Universal

**TWO IMPORTANT
PICTURES AVAILABLE
FOR THE HOLIDAY
SEASON!** 

**BOTH POWERFULLY
PRE-SOLD BY** 
SPECTACULAR 

**ADS IN NATIONAL
MAGAZINES!!**



More than
90 MILLION
PEOPLE
will see the
pre-selling
ad campaign
which includes
DOUBLE TRUCK
FULL PAGE
and
FULL COLOR
ads on the
pages of:



AGAINST THE RAVAGING HORDES OF

SIGN OF THE



IN
CINEMASCOPE

STARRING

JEFF CHANDLER • JACK PALANCE

with **JEFF MORROW • GEORGE DOLENZ • EDUARD FRANZ • ALEXANDER SCOURBY**

ATILLA STOOD A WARRIOR'S MIGHT AND A PEOPLE'S FAITH!
AND AGAINST HIS RUTHLESS PAGAN LUSTS
...THE POWER OF A WOMAN'S LOVE!

THE PAGAN

The story of **ATILLA** the **HUN!**

COLOR BY

Technicolor



**SIGN
OF THE
PAGAN**

A GREAT NOVEL!
A GREAT SCREEN
ENTERTAINMENT!

LUDMILLA TCHERINA • RITA GAM

Directed by DOUGLAS SIRK • Screenplay by OSCAR BRODNEY and BARRE' LYNDON • Story by Oscar Brodney • Produced by ALBERT J. COHEN

The wonderful story of Three sailors on leave...

Three girls in love
and Five little orphans
in trouble!



SO THIS IS PARIS

COLOR BY
TECHNICOLOR

TONY CURTIS · GLORIA DeHAVEN
GENE NELSON · CORINNE CALVET · PAUL GILBERT

with MARA CORDAY · "MISS UNIVERSE OF 1954" CHRISTIANE MARTEL · "MISS U.S.A. OF 1954" MYRNA HANSEN

Directed by RICHARD QUINE · Screenplay by CHARLES HOFFMAN · Produced by ALBERT J. COHEN

The impressive campaign of color ads on the pages of 20 LEADING NATIONAL PUBLICATIONS will pre-sell the readers of LIFE...LOOK...AMERICAN WEEKLY PARADE...THIS WEEK...SEVENTEEN...REDBOOK...COSMOPOLITAN...FAMILY CIRCLE...WOMAN'S DAY...WOMAN'S HOME COMPANION...HIT PARADER CORONET...SONG HITS...PHOTOPLAY...FILMLAND...SCREEN STARS...MOVIE LIFE...MOVIE STARS PARADE...WEEK-END PICTURE MAGAZINE (Canada)

About People

NEW YORK—U-I last week engaged Lyle Kenyon Engel, well-known music promotion consultant, to handle the overall music promotion on the Company's forthcoming Technicolor musical, "So This Is Paris," which is scheduled for January release as one of U-I's most important films. Engel will handle music promotions in association with U-I's eastern advertising and publicity department, contacting disc jockeys, song pluggers, and sheet music sellers, as well as national and regional television outlets. Engel recently handled several successful music promotions for United Artists, including "Moulin Rouge" and "The Moon Is Blue."

NEW YORK—John G. McCarthy, president, newly organized International Distributors, announced last week the election of Norman Siegel, Hollywood publicist, as vice-president and director of the company. Siegel will make his headquarters on the west coast and head ID's talent and public relations divisions. A former advertising-publicity director for Paramount studio, Siegel will continue his publicity public relations representation of the Screen Directors Guild and some star accounts.

NEW YORK—Following a meeting of the board of directors of Columbia International last week, Joseph A. McConville, president, announced the election as one of the company's vice-presidents of Nick Pery, managing director for Europe and the Near East. Pery several months ago succeeded Lacy W. Kastner, now executive vice-president, in the Paris post, following Kastner's transfer to the home office.

NEW YORK—John E. Mitchell last week was named vice-president in charge of the American Broadcasting Company TV network, and Ted Oberfelder was named vice-president and general manager of WABC-TV, the ABC owned TV station here. Mitchell, currently vice-president and general manager, WABC-TV, formerly was a member of the Balaban and Katz Corporation, for whom he managed a TV station in Chicago.

HOLLYWOOD—Gene Milford last week won the first annual Critic's Award of The American Cinema Editors for his editing of Columbia's "On The Waterfront." Milford edged five other finalists, George Tomasini, "Rear Window;" William A. Lyon and Henry Batista, "The Caine Mutiny;" Russell F. Schoengarth, "The Glenn Miller Story;" and Ralph Dawson, "The High and the Mighty."

NEW YORK—William Melniker, head, theatre department, Loew's International Corporation, left last week for a one-month's tour of MGM Theatres and installations in Latin America. His first stop will be Buenos Aires, where he will examine the 2,500-seat MGM theatre and office building now under construction.

HOLLYWOOD—Ralph Clare, business agent, Studio Transportation Drivers, Local 309, was elected president by the AFL Film Council over the IATSE international representative, George Flaherty. The election marked the first time in the council's history that two candidates ran for the presidency.

Better Films Boost AB-PT Profit; Third Quarter Business Is Best



VistaVision in horizontal projection form was discussed recently by Don Hartman, Paramount executive producer, at a trade press interview in New York shortly after his arrival from the coast to attend the world premiere of the first VistaVision production, Paramount's "White Christmas," currently at Radio City Music Hall.

Krim Back From Tour Of East

NEW YORK—Arthur B. Krim, president, United Artists, returned last week concluding a six-week tour of the company's offices in the Middle and Far East and meetings with producers preparing films for UA.

During his swing through Japan, India, Malaya, and Egypt, Krim held exploratory conferences on co-production deals patterned after similar arrangements in which United Artists has participated in Italy, France, England, Mexico, and Samoa.

Accompanied throughout the greater part of his trip by Arnold M. Picker, United Artists' vice-president in charge of foreign distribution, the UA chief also inaugurated the Asian phase of the company's world-wide 35th anniversary celebration. His itinerary included stops in Manila, Hong Kong, Bangkok, Singapore, Bombay, and Cairo.

Rank Production High

NEW YORK—The J. Arthur Rank Organization announced last week that production activity at London's Pinewood and Ealing studios is nearing an all-time high with seven major pictures currently before the cameras and three others scheduled to start in the near future. In addition, two recently completed films are awaiting release dates.

Autry, Rogers Lose Fight Against TV Sale Of Pix

WASHINGTON—The Supreme Court last fortnight ruled that Republic was free to license old Gene Autry and Roy Rogers films to television in such manner as the company may see fit.

The High Court said it would not hear appeals by the two cowboy stars from a Ninth Circuit Court of Appeals ruling which gave Republic this right.

Herbert J. Yates, Republic president, estimated that the 138 pictures involved can bring in up to \$4,000,000 by way of television.

NEW YORK—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., reported last week that estimated net operating profit after taxes for the third quarter of 1954 was 45 per cent ahead of the same period of 1953, or \$1,373,000, as compared with \$946,000. Earnings per share of common stock for the quarter was 31 cents as against 20 cents last year. The increase in earnings in the third quarter greatly offset the decrease in the first six months, so that for the nine months, net operating profit after taxes was \$3,127,000 or 68 cents per share of common stock as compared with 3,182,000 or 71 cents per share in 1953.

Capital gains (net) for the third quarter and for the nine months were \$10,000 and \$86,000 respectively, as against \$63,000 and \$4,377,000 in 1953. The latter figure was due principally to the sale of television station WBKB in Chicago following the merger with ABC.

The improvement in earnings was despite increased depreciation charges due to the installation of new theatre wide screen and sound equipment and a loss sustained by the ABC Division, which included certain additional non-recurring costs. The estimated cash throw-off for the third quarter and the first nine months increased by \$649,000 and \$838,000 respectively over the corresponding periods of 1953.

Goldenson stated that theatre business in the third quarter was better than in any similar period since the company's inception in 1950. The improvement was due primarily to the greater number of fine pictures released. He said that while the present trend is encouraging, the problem of sufficient supply of product still exists, and the company was continuing to encourage additional production from all possible sources.

As had been anticipated, the third quarter for the ABC Division, the weakest broadcasting period, was not profitable. Recent organizational changes resulting in additional non-recurring costs during the quarter are expected to result in greater efficiency and economy in subsequent periods. ABC sustained a sizeable loss in the programming of the NCAA college football series, of which approximately 25 per cent was taken in the third quarter and the remainder will be taken in the fourth quarter. Goldenson said that certain risks must be taken to obtain high calibre programs as in the case of the NCAA games, in order to build a strong television network. Goldenson stated that barring any unforeseen changes, in the fourth quarter the increase in the number of sponsored programs and the economies effected will substantially offset the NCAA loss.

Munsell Injured

NEW YORK—Arthur A. Munsell, president, Vocalite Screen Corporation, manufacturer of the Ultra White Hi-Lite and "Silverlite" screens, suffered severe injury to his spine recently as a result of a fall, necessitating his absence from TESMA'S forthcoming Chicago convention.



Jean Simmons in the title role and Marlon Brando as Napoleon star in the screen adaptation of the best selling novel, 20th-Fox's "Desiree," a CinemaScope production in Color by DeLuxe.



Dorothy Dandridge and Harry Belafonte, "Carmen Jones"

20TH FOX
EXHIBITOR
FEATURE

A Look Ahead

THE record income reported by 20th-Fox for the third quarter of this year underscored the importance of CinemaScope as a factor in the recent revival of public theatregoing. Increased public interest in motion pictures has brought about a new industry enthusiasm, promising as strong a lineup of feature films from Hollywood as ever before.

With CinemaScope a permanent fixture on the industry scene and more than 11,000 theatres equipped for the process, 20th-Fox President Spyros P. Skouras and production head Darryl F. Zanuck point with pride to a future lineup including such potential CinemaScope high grossers as "Desiree," "Carmen Jones," "There's No Business Like Show Business," "Untamed," "The Racers," and others of equal merit.

Seen here are scenes from the above-mentioned features, all of which give the studio where CinemaScope was born plenty of reason for optimism.



Tyrone Power and Susan Hayward, "Untamed"

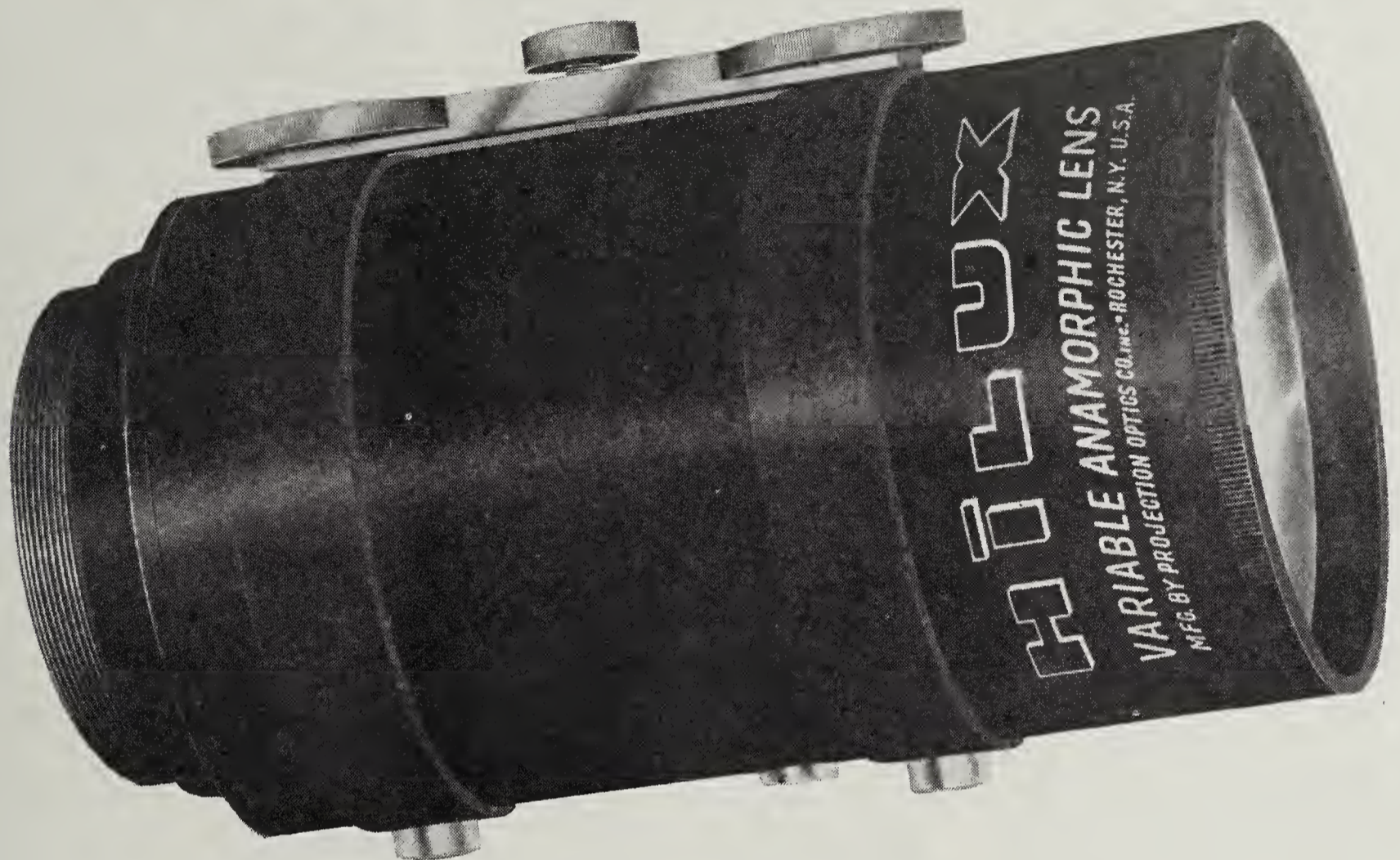


Dan Dailey and Ethel Merman, "There's No Business Like Show Business"

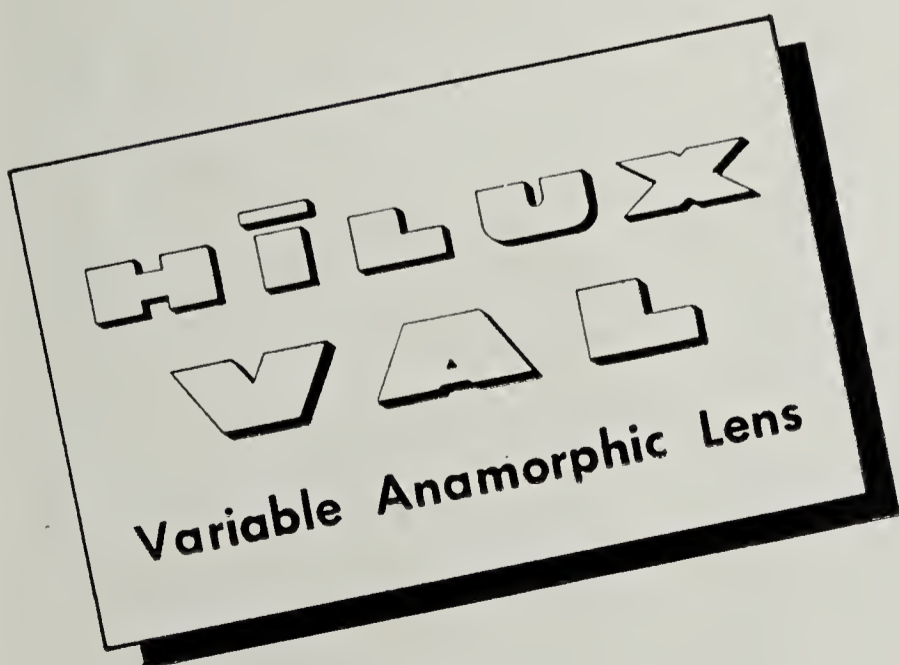


Bella Darvi and Kirk Douglas, "The Racers"

Two ~~heads~~ ^{KNOBS} are better than ONE!



and Only **HILUX VAL**
GIVES YOU **TWO** Independently Controlled **KNOBS**



... for simplicity of operation ... for greater accuracy ... for non-vignetting performance on both the 4" and the 2⁷/₃₂" diameter projection lenses ... for complete control which eliminates the need for shifting the lens or the projector, ever! See *this* amazing lens before you buy! For all anamorphic prints.

\$750.00 per pair thru your theatre supply dealer.

PROJECTION OPTICS CO.

Wherever Fine Optics are Important

330 LYELL AVENUE • ROCHESTER 6, N.Y.

Konecuff

(Continued from page 6)

black and white, but this year has seen only approximately 280 thus far.

Lew Mansfield, plant supervisor, guided the group on a tour of the largest independent laboratory, which included visits to vaults, splicing rooms, color correction rooms, machines that turn out duplicate negatives, the drafting department, the titling department, and the printing room where the Warner and U-I newsreels are turned out at the rate of 400 feet per minute.

Also visited were the developing rooms where film is turned out at the rate of 250 feet a minute with the film spending three minutes and 10 seconds in the tanks. The developer is never changed, but instead, it is kept circulating with chemicals being added periodically to keep the solution at full strength. Eleven hundred newsreels are put out in one day twice a week.

Next, on to the color negative developing, the drying room, where a special machine was in operation putting on four track magnetic stripping on UA's "Sitting Bull," which would be sent elsewhere for recording. Then came the shipping rooms, the machine shop, etc.

During the tour and conversations before, during, and following, we learned that the lab turns out 20 million feet per month . . . they overhaul their own machines and make necessary parts . . . they make their own developer . . . they analyze the color developer twice daily and the black-and-white twice a week in their special laboratory . . . every foot of film is tested and corrected as to color or black-and-white shadings . . . they print color film at the rate of 200 feet per minute and black-and-white at the rate of 400 feet per minute . . . the Hollywood lab is under pressure at present to expand 16mm. color facilities to make prints for color TV, for armed forces installations, and for other uses and to make 16mm. prints from 35mm. negatives . . . they have experimented with making 16mm. films from CinemaScope negatives . . . they are getting more calls for optical sound prints than for magnetic (the ratio is 3 to 1).

Also participating in the sessions were Albert Duryea, vice-president in charge of east coast operations, and Bob Eisenhower, Chesapeake Industries.

GINA DEPARTMENT: When Italian film star Gina Lollobrigida first arrived here some four weeks ago, she told press agents that she would countenance only two appointments for publicity purposes in any one day, but after the terrific reception accorded her and the newspaper space devoted to her, she waived all restrictions and worked like a beaver meeting with press, radio, and magazine people and posing for pictures morning, noon, and night.

The attitude paid off handsomely with covers and stories set in scores of magazines, most of which we can't mention because they aren't out yet but they're the top ones.

Jonas Rosenfield, Jr., IFE's veep in charge of advertising, publicity, and exploitation; his able publicity manager, Fred Goldberg, and a hard-working staff

"Moby Dick" Receives Whale-Size Budget

NEW YORK—Al Crown, president, Moulin Productions, just back from England, announced last week at a press conference that a decision had been made to add four extra weeks of location shooting and another \$1,000,000 to their current project, "Moby Dick," multi-million dollar production for release by Warners.

The film will be completed by the end of January, Crown said, with 70 per cent of its footage shot on location near the whaling town of Madera, Spain, and near Ireland and Whales.

Crown added that 70 per cent of the film's financing comes from Moulin, while 30 per cent comes from Warners. \$3,000,000 has already been spent, he said, and shared in this manner; but the additional \$1,000,000 needed to finish will come entirely from Moulin.

Other projects on the Moulin schedule, Crown said, is a co-production with Romulus of "I Am A Camera" and "The Story Of Esther Costello."

guided the magnificent campaign that has resulted in thousands of tear sheets pouring in from all over the country. More than 170 radio and TV reports indicate that she was seen by millions of potential ticket buyers on local as well as national shows.

To get commercial for an instant, Gina is available to exhibitors in IFE's "Bread, Love, And Dreams," "Times Gone By," and the soon-to-be released "Wayward Wife." She left for home last week and will attend Italian Film Week in London at the end of the month, at which time she will be presented to the Queen of England.

PARTY, PRODUCTION 'N' PICTURES: Producer Hall Bartlett, while vacationing here last week was guest of honor at a cocktail reception attended by press representatives. The handsome, youthful producer, who also writes and directs his films, reported that he will continue his policy of producing one film a year dedicated to bettering movie entertainment.

He wasn't interested in turning out films on a mass scale using familiar subjects, which he said are ruining the market for better films which would bring in intelligent audiences. He expected to continue producing dramatic films of content and quality without lavish spending, which he hoped would continue to win recognition and financial success as have his past efforts, "Navaio" and "Crazylegs." Bartlett reported that much of his success was due to the aid and encouragement of independent producer Stanley Kramer.

His next film is "Unchained," which was filmed entirely in the California Institution for Men, which is a prison without walls. The film, which he described as a different prison picture, one without guns, stars Elroy Hirsch, Barbara Hale, Chester Morris, Todd Duncan, and Johnny Johnston, and has no release set as yet.

Yates, Rank Sign Distribution Deal

NEW YORK—Herbert J. Yates, president, Republic, last week concluded a deal with the J. Arthur Rank organization, covering the distribution of five top British productions in the United States and Latin America.

Upon his return to New York from London, Richard W. Altschuler, Republic director of world-wide sales, expressed his company's satisfaction at the conclusion of this deal, and reported that Republic planned heavy promotion campaigns which would give the widest possible publicity and distribution to the pictures.

The productions include "Doctor In The House," Technicolor comedy, starring Dirk Bogarde, Muriel Pavlow, Kenneth More, and Donald Sinden; "Trouble In Store," co-starring Norman Wisdom, termed by Altschuler "a comedian of international stature," and Margaret Rutherford, with Wisdom to promote the film via personal appearances; "Forbidden Cargo," starring Nigel Patrick, Elizabeth Sellars, Terence Morgan, Greta Gynt, and Jack Warner, a melodrama; "A Day To Remember," starring Stanley Holloway, Joan Rice, Odile Versois, Donald Sinden, and James Hayter, a story of light-hearted romance; and "The Square Ring," starring Jack Warner, Robert Beatty, Maxwell Reed, Joan Collins, Kay Kendall, and Bernadette O'Farrell, a tale of men in the fight game.

During his trip abroad, Altschuler visited with William Dieterle, who is shooting "Magic Fire," based on the life of Richard Wagner by Bertita Harding, in the Bavarian Alps, Venice, France, and Switzerland. The Trucolor production co-stars Yvonne DeCarlo, Carlos Thompson, Rita Gam, Valentine Cortesa, and Alan Badel.

Aboaf Sees Foreign Upsurge

NEW YORK—Americo Aboaf, U-I vice-president and general sales manager, returning last week from a 10-week world tour, said that despite economic conditions in several foreign nations, his company would surpass its record-breaking 1953 foreign business "by several millions." The U-I executive was quite optimistic concerning his company's future and stated that exhibitors all over the world were showing great interest in U-I films, which are available in all types of prints.

Despite economic conditions, theatre business was on the upswing everywhere, Aboaf said, particularly in those areas where the "novelty of wide-screen is new."

COMPO Meeting Set

NEW YORK—Robert W. Coyne, special counsel, Council of Motion Picture Organizations, announced last fortnight that an executive committee meeting of the organization will be held in mid-November either here or in Chicago.

On the proposed agenda are all pending COMPO affairs including the fate of COMPO's group insurance plan; the projected national audience star poll; and the advisability of a new drive against the remaining federal admissions tax.

Miscellaneous

In The Newsreels

IN ALL FIVE:

Hurricane Hazel devastates from Haiti to Canada.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 86) England: Buses and boats stopped in London by strike. England: Ethiopian Emperor welcomed by Queen Elizabeth. Germany: West Berlin authorities foil wreckers. Germany: Japan's Premier visits Chancellor Adenauer and President Huess. Football: Wisconsin rally halts Purdue; Army 11 upsets Duke (except Los Angeles and San Francisco); Bruins batter Indians (only Los Angeles and San Francisco). Kansas City: American Royal Show (Kansas City only).

NEWS OF THE DAY (Vol. XXVI, No. 216) Washington: President Eisenhower is 64. In the Mediterranean: U.S. Warships stage naval exercise for France. England: Ethiopian Emperor welcomed by Queen Elizabeth. Football: Irish top Spartans; Wisconsin halts Purdue (except Philadelphia and Pittsburgh); West Virginia upsets Penn State (Philadelphia and Pittsburgh only).

PARAMOUNT NEWS (No. 19) New York City: VistaVision makes bow. Football: Army upsets Duke; Wisconsin beats Purdue. (Football footage released according to sectional interest.)

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 614) Football: Army vs. Duke; UCLA vs. Stamford; Notre Dame vs. Michigan State.

WARNER PATHE NEWS (Vol. 28, No. 21) England: Ethiopian Emperor welcomed by Queen Elizabeth. Formosa: U.S. trained Chinese troops on parade. New York: "Star Is Born" premiere. Kansas City: Democrats cheer Truman at rally. Los Angeles, Cal.: Probers hear O'Dwyer on Red menace. Germany: Japan's Premier visits Chancellor Adenauer and President Huess. Football: Maryland vs. North Carolina; Notre Dame vs. Michigan State.

IN ALL FIVE:

Austria: World weightlifting championships.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 85) England: Churchill rebukes anti-U.S. agitators. Hanoi: French hand over "ghost town" to Vietminh. South China Sea: Heavy seas fail to stop refueling. India: Festival. New York: Bubble balloonist an aerial "bust." Korea: Tennis stars entertain GIs. France: Cross-country cycling.

NEWS OF THE DAY (Vol. XXVI, No. 215) England: Churchill rebukes anti-U.S. agitators. Formosa: Free China marks founding. Hanoi: French hand over "ghost town" to Vietminh. India: Festival. New York: Bubble balloonist an aerial "bust." France: Cross-country cycling.

PARAMOUNT NEWS (No. 18) Indiana: Floods. Formosa: Free China marks founding. Washington: Supreme Court Justice Jackson mourned. South China Sea: Heavy seas fail to stop refueling. Miami Beach, Fla.: Men's fashions.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 613) England: Churchill rebukes anti-U.S. agitators. France: Premier Mendez-France backs arms pact. For-

RKO To Distribute "Hansel And Gretel"

NEW YORK—J. R. Grainger, president, RKO, announced last week that negotiations had been concluded with Arthur Gray, Jr., president, Michael Myerberg Productions, for the worldwide distribution of "Hansel And Gretel," which features the use of Kinemins, electronically-controlled dolls for actors.

The film in its world premiere at the Broadway received critical acclaim. It was clear that RKO had ambitious plans for its launching after this engagement. Mervin Houser, executive assistant to Perry Lieber, RKO ad-publicity head, was in from the west coast for campaign meetings.

UA Executives See "Vera Cruz"

NEW YORK—B. G. Kranze, general sales manager, UA; Francis M. Winikus, national director of advertising, publicity, and exploitation, and Roger H. Lewis, advertising manager, returned to the home office last week from Owensboro, Ky., where they attended a sneak preview of Hecht-Lancaster's "Vera Cruz."

Producer Harold Hecht and Burt Lancaster, currently making "The Kentuckian," on location near Owensboro, also attended the first public showing of "Vera Cruz."

UA sales heads on hand for the preview were Milton Cohen, eastern division manager; James Velde, western division manager; John Turner, eastern district manager; F. J. Lee, midwest district manager; George Pabst, southern district manager; Edwin Bigley, Indianapolis branch manager; Jack Finberg, Cincinnati branch manager; D. J. Edele, St. Louis branch manager; and L. J. Schlaifer, home office special distribution representative.

mosa: Free China marks founding. France: International auto show. South China Sea: Heavy seas fail to stop refueling. Seattle: UCLA edges Washington.

WARNER PATHE NEWS (Vol. 26, No. 20) Formosa: Free China marks founding. South China Sea: Heavy seas fail to stop refueling. Hanoi: French hand over "ghost town" to Vietminh. Washington: Supreme Court Justice Jackson mourned. England: Churchill rebukes anti-U.S. agitators. Football: New York Giants best Washington Redskins.

NATIONAL LEGION OF DECENCY

Oct. 21, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Quest For A Lost City" (RKO); "Roogie's Bump" (Republic); "The Yellow Mountain" (U-I); UNOBJECTIONABLE FOR ADULTS: "Bamboo Prisoner" (Columbia); "Beau Brummell" (MGM); "Crossed Swords" (UA); "Unchained" (Hall Bartlett); OBJECTIONABLE IN PART FOR ALL: "Adventures Of Hajji Baba" (20th-Fox); "The Barefoot Contessa" (UA); "Carmen Jones" (20th-Fox); "So This Is Paris" (U-I); "Tarzan, The Ape Man" (re-release) (MGM); CONDEMNED: "Garden Of Eden" (Excelsior).

Miss. Anti-Trust Decision Reversed

NEW ORLEANS—A judgment of \$490,000 awarded by a jury to operators of a Greenville, Miss., theatre after a seven-month trial in 1951, was reversed last week by the U.S. Fifth Circuit Court of Appeals here in an opinion by Judge Ben C. Dawkins and concurred in by Judges Wayne G. Borah and Robert L. Russell.

The judgment was awarded Joe Applebaum and Bertram E. Simms, partners in the operation of the Center, who brought suit against seven film producers and distributors and two theatre operating companies charging violation of the Sherman and Clayton anti-trust acts, and asked damages of \$450,000 and \$40,000 in attorney's fees. Defendants included Columbia, Loew's, Inc., Republic, 20th-Fox, UA, U-I, Warners, Paramount Gulf Theatres, and William Prewitt, Jr., and Clyde G. Darden, partners, operating the Lake, Greenville.

The plaintiffs charged that the defendants conspired to restrict the showing of first and second-run product to theatres owned by the defendant exhibitors forcing the Center to close, for which they asked treble damages of \$600,000.

The Court of Appeals, in setting aside the award, stated, "The conditions surrounding the case from its inception were such we are impressed that the jurors were favorably inclined to the plaintiffs" and "despite the great number of decisions against film distributors, it is still the law that ordinarily the distributor has the right to license his film or refuse to license his film to any exhibitor, pursuant to his own reasoning, so long as he acts independently."

The case was ordered dismissed as to Republic, and remanded for a new trial as to the other defendants.

Pioneer Deadline Set

NEW YORK—Jaek Cohn, president, Motion Picture Pioneers, whose annual dinner takes place on Nov. 17 in the Hotel Astor Grand Ballroom, last week reminded all industry veterans that they must have their membership applications in before Nov. 1.

Membership in this motion picture organization is open to any man engaged for 25 years or more in either production, distribution, exhibition, or laboratory. This year, the event will honor Simon H. Fabian as "Pioneer of the Year" on the occasion of his 40th anniversary in the industry. Herman Robbins will be chairman of the dinner.

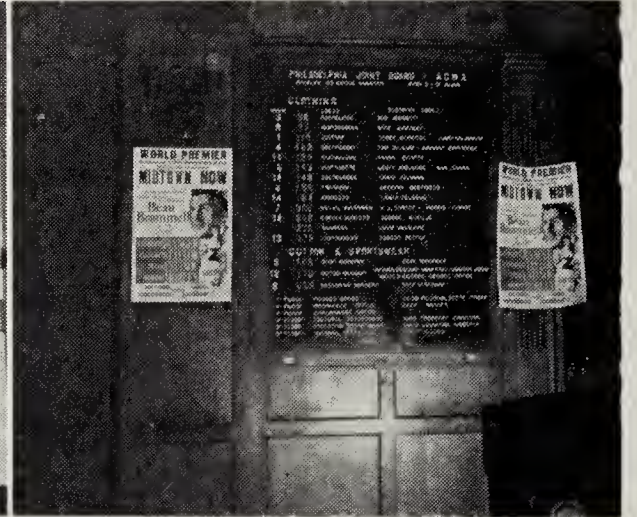
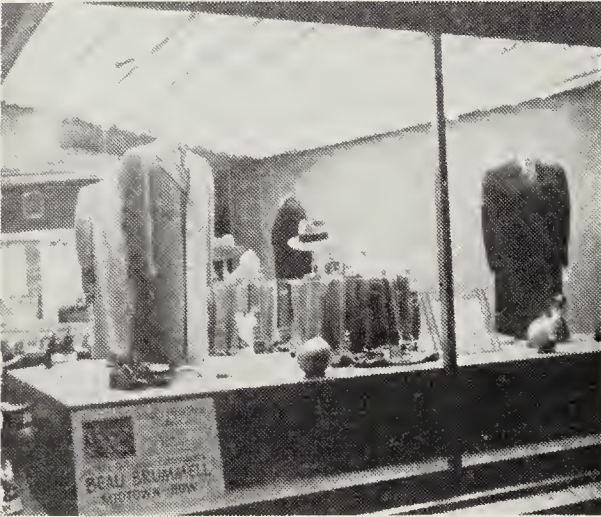
VistaVision Short Released

NEW YORK—Technicolor Corporation last week began shipments to Paramount branches of the first short subject produced in VistaVision, titled "VistaVision Visits Norway."

Oscar A. Morgan, Paramount general sales manager in charge of short subjects and special features, said that prints of the 17-minute subject produced by James A. Fitzpatrick should be available for booking along with "White Christmas," making it possible for theatres to present their first "All VistaVision" program.

BETTER MANAGEMENT

*Valuable Exploitation Keys
To Profitable Merchandising*



The recent world premiere of MGM's "Beau Brummell," Midtown, Philadelphia, was heralded by tying in with the 250th anniversary of the Philadelphia Men's Apparel industry. This resulted in same excellent window displays, one of which in Gimbel's department store, right. In the

center, a model dressed in one of the original costumes from the film as worn by Stewart Granger, is seen with Harry Smith and Jerry Williams, radio station WIP; while, on the right, is shown special posting which took place in all men's apparel stores, factories, shops and union headquarters.

New Angle Helps MGM "Brummell" Bally

NEW YORK—As part of its many-sided promotion campaigns for "Beau Brummell," MGM is using a new angle to develop full page and double page co-op ads on a local level. The Metro Newspaper Ad-Mat Service has sent out to 3,500 daily and weekly newspapers a four page broadside. In it is a complete, double-page spread of ads which local newspaper advertising managers can sell to local merchants. As a special attraction the spread is headed with a prize offer to identify the "mystery 'Beau Brummell'" who will shop in the stores advertised.

The unusual part of this project is that instead of the theatre having to initiate the promotion with the newspaper, it will be the newspaper that starts the collective campaign. Each newspaper pays Metro Service for a regular service and the "Beau Brummell" promotion is recommended to the newspaper advertising managers by Joseph Bernstein, head, Metro Ad-Mat Service, who estimates that at least 300 pages of newspaper "Brummell" advertising will result.

The four-page broadside is included in the "Beau Brummell" press book.

Poetry On A Platter

HOLLYWOOD—Warners was consulting last week with record companies on plans for issuing for regular sale, a recording of the poetic love scene between Greer Garson and Dana Andrews from "Strange Lady in Town." This would probably be the first publication in disc form of a non-musical passage from a motion picture.

Music Tie-Up Arranged For "Willie Mays" Short

NEW YORK—In conjunction with the national exploitation campaign on its "Willie Mays" Sportscope, RKO-Pathé has made arrangements with the Spinlan Music Company to promote the publishing firm's "Say Hey!" tune, which was written by Dick Kleiner and Jane Douglass in honor of the Giants' star. The song gets its title from Mays' well-known and familiar saying.

Spinlan will cooperate with music stores all over the country in supplying window display material in cities and towns playing the short. Exhibitors can augment the displays with a set of eight stills from the short which are obtainable from National Screen Service branches.

In the scene Andrews proposes to Miss Garson, speaking with lines from Elizabeth Barrett Browning's classic poem.

U-I's "Pagan" Spurred By Book Promotion

NEW YORK—Universal-International, producer of the record-budget CinemaScope and Technicolor film, "Sign of the Pagan," is joining promotional forces with the Dial Press, publisher of the novel, "Sign of the Pagan," by Roger Fuller, in a unique example of film company-book publisher cooperation.

The book was published last fortnight with an advance sale of 10,000 copies and was launched with full page ads in The New York Times Sunday Book Review section and in The Chicago Tribune, The San Francisco Chronicle, and The Los Angeles Times. It deals with the story of Attila the Hun as does the picture.

Dial Press promotional executives met with U-I last week to develop promotional plans for the mutual benefit of the book, which is to receive an extensive campaign, and the picture, which is being launched at Christmas.

"Woman's World," Ford Tie-In

GLOVERSVILLE, N. Y.—It was pointed out recently by Seymour L. Morris, Schine Circuit publicity department, that at the end of 20th-Fox's "Woman's World," credit is given on the screen to Ford, Lincoln, and or Mercury cars as follows, "The advance design motor vehicle styling, models, and other materials shown in this production were made available through the courtesy of the Ford Division, Lincoln Division, and Mercury Division and the engineering staffs of the Ford Motor Company."

Morris says there should be no question but that here is a made-to-order opportunity for tie-ins, not only for co-op. newspaper ads, but also for displays, car banners, etc.

With the dealers getting in their 1955 models soon, they will welcome any opportunity, not only to promote the models, but in order to clear the decks for the 1955 cars, will welcome the chance to merchandise their 1954 models.



Above is pictured the 40x60 lobby display piece specially prepared by the theatres in the Stanley Warner Philadelphia zone for the Hallawe'en kiddie parties. An attractive eye-catcher, the poster was done in orange dayglo and yellow.

DEAL DIRECT AND SAVE

on Quality Theatre Equipment

Factory-to-you Values on the BEST for Drive-ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE.

First American products, inc.
1717 Wyandotte St., Kansas City 8, Mo.

The Editor Speaks

"PHFFT," that hilarious comedy feature from Columbia, starring Judy Holliday and Jack Lemmon is one of the most rollicking comedy farces to hit the



PAUL MANNING

a very dirty and suggestive story.

JACK CARSON, a real wolf type, making a big play for Judy, says, with a leer, "I can't get over a girl like you!"—a slight pause, then the line, "So I had better answer the phone!" This is the old bar-room story, "I can't get over a girl like you, so you had better answer the phone."

"PHFFT" is a wonderful picture without resorting to any really blue material. The clever situations, bright dialogue, wonderful direction, and solid performances stamp it as a big money maker. Whoever is responsible for including this bit of vulgarity into the picture, as shown at the Hollywood press preview, should be spanked, but good!! I hope that hep censors will rip it out, quick. It's cheap, not clever.

TALKING ABOUT CENSORS, it is just stuff like this which puts so much public support behind censorship. We have enough trouble with censor boards without putting the gun to our own heads with "thin ice" stuff like this.

STUDIO SURVEY appears every fourth Wednesday as a regular MOTION PICTURE EXHIBITOR department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9075 West Pico Boulevard, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 7, No. 11

October 27, 1954

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

WARNERS'

"A STAR IS BORN"

starring

JUDY GARLAND, JAMES MASON, JACK CARSON,
and CHARLES BICKFORD

with

TOM NOONAN, LUCY MARLOW, AMANDA BLAKE, IRVING BACON

Produced by Sidney Lull. Directed by George Cukor.

Screen play by Moss Hart based on the Dorothy Parker, Alan Campbell, Robert Carson screen play from a story by William A. Wellman and Robert Carson.

A CinemaScope production. Color by Technicolor.

COLUMBIA'S

"PHFFT"

starring

JUDY HOLLIDAY, JACK LEMMON, JACK CARSON, KIM NOVAK

with

LUELLE GEAR, DONALD RANDOLPH, DONALD CURTIS

Produced by Fred Kohlmar. Directed by Mark Robson.

Story and screen play by George Axelrod.

20th CENTURY-FOX'S

"WOMAN'S WORLD"

starring

CLIFTON WEBB, JUNE ALLYSON, VAN HEFLIN,
LAUREN BAGALL, FRED MacMURRAY, ARLENE DAHL,
CORNEL WILDE

with

ELLIOTT REID and MARGALO GILMORE

Produced by Charles Brackett. Directed by Jean Negulesco.

Screen play by Claude Binyon, Mary Loos and Richard Sale,
based on a story by Mona Williams.

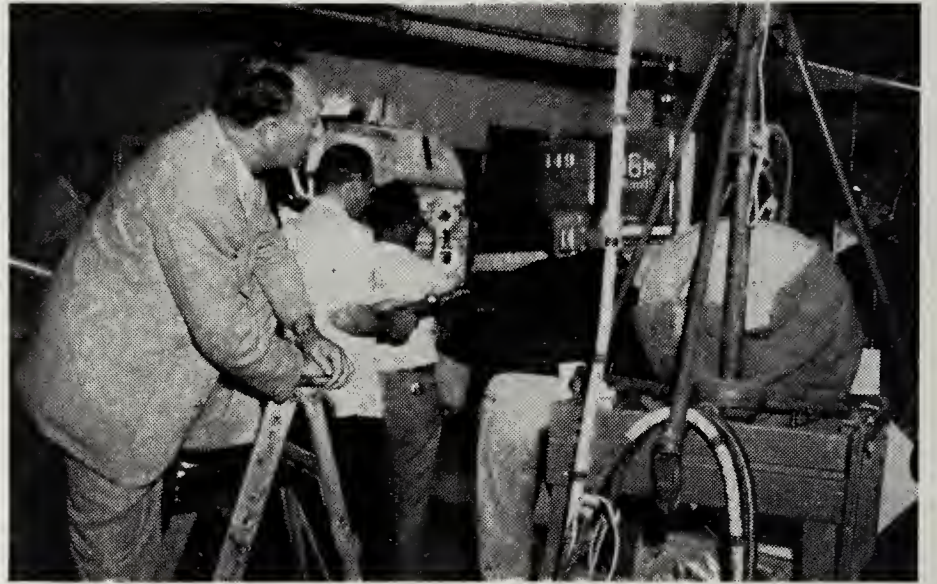
A CinemaScope production. Print by Technicolor.

MGM Producer Joe Pasternak "Hits The Deck"

Film musicals have been the backbone of motion pictures for many years. To honor the producers of these high revenue shows, we take you behind the scenes in Hollywood where Joe Pasternak, one of the best known film musical producers, is at work.



The night before the production actually goes before the cameras, producer Joseph Pasternak, right, goes over last minute details on the set with, left to right, George Rhein, first assistant director, and Dave Friedman, unit production manager.



The next morning, with the cameras already grinding away on "Hit The Deck," producer Pasternak quietly watches the proceedings from the background. Pasternak says that there is nothing to match the thrill of opening day on a new production.



Studio topper Dore Schary, as is his habit, stops by the set to give his good wishes to that good ship, "Hit The Deck," and producer Pasternak.



Listening to a playback of a Vincent Youman's tune for a song and dance number are director Roy Rowland, sound man Jerry Jost, and Pasternak.



A musical huddle involves Rowland, Pasternak, Russ Tamblyn, Richard Anderson, Tony Martin, Vic Damone, and script supervisor, D. Hallenbeck.



After the huddle, director Rowland starts whipping the players into shape for the actual shooting of the number. Martin and Damone, songsters, became fast friends.



Going over some wardrobe design sketches by head designer Helen Rose are Tamblyn, Miss Rose, Pasternak, Debbie Reynolds, and Rowland, all obviously well pleased.

And Another Musical Hit Is In The Making

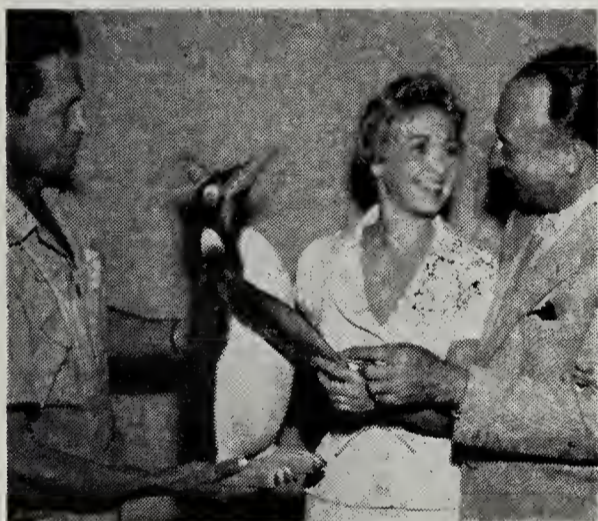
Pasternak is bringing to the screen Vincent Youman's very successful stage hit, "Hit The Deck." The time is now . . . the place is the huge MGM studios in Culver City, Cal., and on these pages are the players and offstage stars in typical scenes.



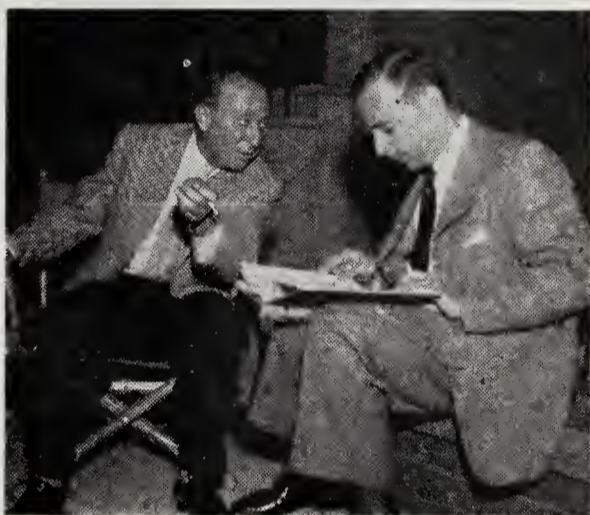
Watching a rehearsal of one of the many production numbers in "Hit The Deck" are Pasternak, choreographer Hermes Pan, and his assistant, Angie Blue. The set is bare and unlit, but the gal in the center is none other than glamorous Ann Miller.



Same set, same gals, but what a difference. The time is the next day and the gals are in Helen Rose's lovely costumes. The set has now been lighted for photography and is fully decorated with candelabra, as if the gals weren't enough



Songstress Jane Powell is happy with the finished model of the mechanical penguin she will appear with, constructed by MGM craftsman Jim McMasters, holding model.



A story conference is held on the set between Pasternak and screen writer William Ludwig. Such meetings are necessary as production progresses on a film.



Admiral Walter Pidgeon and Pasternak get a big laugh out of a situation which the producer has pointed out in the script. Pidgeon is an MGM veteran.

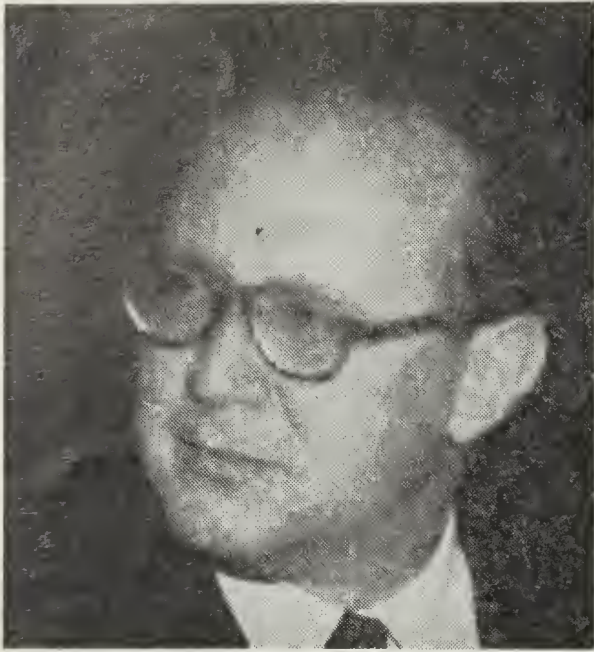


"Did we get it?" wonders Pasternak as he looks over the film with film editor Jack McSweeney, who has the job of shaping the various scenes into smooth continuity.



Nope, this is no mistake. Can you imagine a lovelier end, or ends? Pasternak's girls have what it takes, but the curious can see the rest of the girls on next page.

Meet Joseph Kaufman



JOSEPH KAUFMAN

WE ALL REMEMBER "Sudden Fear," produced by Joe Kaufman, which hit the boxoffice jackpot with a great big jingle! Always an enterprising showman, due perhaps to his long schooling as a film buyer for the Balaban and Katz Theatres, Kaufman was the first film producer to use an extensive TV trailer-ad campaign to plug "Sudden Fear." It paid off—big!

NOTED MORE for the quality of his productions rather than the quantity, Kaufman has returned from "down under" (Australia to you), where he has completed his most ambitious production to date, "Long John Silver," starring Robert Newton, Connie Gilchrist, and introducing a sensational new child star in the person of Kit Taylor, who plays the role of Jim Hawkins.

FILMED IN CINEMASCOPE, with stereophonic sound and in striking Technicolor, the advance notices proclaim it tops in this field of epic adventure films. Kaufman himself predicts that the team of Newton and Gilchrist will be the closest approach yet to the Wallace Beery-Marie Dressler combination, that wonderful pair of yesteryear.

KAUFMAN is the first Hollywood motion picture producer to establish a firm base of operations in Australia. His exclusive rental of the complete facilities of the Pagewood Studios, outside Sidney, has two more years to run. He is already preparing two major productions to follow "Long John Silver." They will be "Come Away, Pearler," an adventure story, based on the giant pearl industry in Australia, and "Singapore," a suspense-action melodrama, which will be started on Australian locations and then proceed, actually, to Singapore.

"LONG JOHN SILVER" will be definitely opened for the Christmas movie season in Australia and the British Isles. At this writing, Kaufman is awaiting his print arrival in New York where he will negotiate for the American premiere, with several top houses now interested.

"LONG JOHN SILVER" will be available in two negative sizes—full CinemaScope and a smaller ratio print. However, advises Kaufman, there will be a clearance period of a full year before the smaller size print will be offered.—P.M.

GOOD THINGS TO COME FROM HOLLYWOOD ...

Warners' "A Star Is Born"

"A Star Is Born" has everything needed to make it a giant among boxoffice smash hits. It has heart . . . music . . . comedy . . . drama, and perhaps the most important property is the simple humility of the principal role as portrayed so wonderfully by that gem of an actress, our own Judy Garland.

Judy gives this difficult role everything she has; and believe you me, this gal has plenty of what it takes to give what it takes! When you get through unscrambling this preceding twister you will know what I mean.

James Mason, always, in the estimation of this writer, a superb artist, never having turned in anything less than perfection, hits a new high with his thoughtful handling of the co-starring role, that of the falling movie idol. Demonstrating his splendid background in the theatre, he switches from subtle underplaying to dynamic and dramatic splurges, all in expertly paced measures. Top performance by a top actor.

The songs as sung by Judy register a high in audience interest, and the lavish production numbers, topped by a terrific one titled "Born In A Trunk," all ring the bell of showmanship and ingenuity.

Giving huge credit to the rest of the swell cast and to the fine production of Sidney Luft, the deft and sensitive direction of that veteran megger, George Cukor, a just wonderful, wonderful job by Ray Heindorf for the musical direction, you have our list of kudos for a grand picture, Warners' "A Star Is Born."—P.M.



Seen above are Judy Garland and James Mason, starring in Warners' CinemaScope-Technicolor hit, "A Star Is Born," and, bottom row, director George Cukor and Judy with her husband, producer Sid Luft. The musical remake was budgeted at \$6,000,000.



Here they are, gents, and if you say these tops aren't tops, you're headed in the wrong direction. As for the lucky gentleman, who else but producer Joe Pasternak, who made all this beauty possible.

NEWS OF THE

Territory

New York City
Crosstown

Max E. Youngstein, vice-president, United Artists, returned from Europe, where he set "The Barefoot Contessa" release, and met with UA's top promotion and sales executives in Paris, London, and Rome. He also held discussions with representatives of the J. Arthur Rank Organization.

Dore Schary, MGM vice-president in charge of production, arrived from the coast for a three week visit in the east.

Arnold M. Picker, vice-president, United Artists in charge of foreign distribution, returned from a month-long Far Eastern tour.

Bob Mathias was in for conferences with William E. Selwyn, producer, "The Bob Mathias Story" for Allied Artists, and members of the U. S. Olympic Committee regarding showings of the film in which he portrays himself. Proceeds from a series of special showings of the picture throughout the country will be donated by AA to help defray the cost of equipping and transporting the 1956 Olympic Team.

The Nov. 4 noon meeting of the National Television Film Council will be held at the Warwick Hotel with Ralph M. Evans, director, color technology division, Eastman Kodak Company, as guest speaker.

Arthur Gray, Jr., president, Michael Myerberg Productions, Inc., announced that 500,000 tickets were mailed to all New York grade schools which, in turn, are distributing them to all students wishing to see "Hansel and Gretel," Broadway, at a reduced price of 50 cents.

Robert Alexander Productions, Inc., has moved to larger offices at 230 West 41st Street. . . . A son, Joseph, was born to Mr. and Mrs. Leon Feldun in Brooklyn Jewish Hospital. The child is their first. Feldun is a member of the UA home office foreign department executive staff.

Mervin Houser, assistant to Perry Lieber, RKO's national director of publicity and exploitation, arrived from Hollywood.

William E. Kollmyer, formerly manager, Westrex Company, India, a subsidiary of the Westrex Corporation, arrived for conferences with the company's headquarters' staff.

Mary Nicolletti, MGM's special service department, was given a luncheon by her many home office friends at the Hotel Picadilly. She is to be married on Oct. 30 to Henry W. Bode, Jr., at Our Lady of Perpetual Help Church, Richmond Hill; and then honeymoon in the Poconos.



Leon Goldberg, United Artists, is serving as treasurer for the Motion Picture Division of the 1954 Joint Defense Appeal campaign, which will hold its testimonial luncheon honoring the industry trade press today (Oct. 27) at the Hotel Astor. Co-sponsoring the luncheon will be the Cinema Lodge of B'nai B'rith.

William Perlberg and George Seaton, producers of Paramount's "The Bridges At Toko-Ri" and "The Country Girl;" and William Holden, who stars in both pictures, came in from Hollywood to assist in launching promotional campaigns on these films.

New Jersey
Newark

The winners for the month of August in the Stanley Warner national "Fabian's Fabulous Forty" drive for the Newark zone were, first prize, Al Barilla, Union, Union, N. J., and second prize, Frank Costa Warner, Ridgewood, N. J. . . . The Savoy, Watsessin, N. J., reopened. . . . The Cameo, Jersey City, N. J., which closed a few years ago, had been remodeled and reopened.

Martha Schainman celebrated a birthday. She is in the purchasing department of the Stanley Warner Newark zone. . . . Frank J. Hall, for many years associated with the Stanley Warner Management Corporation of New Jersey, and until last week manager, Montauk, Passaic, N. J., resigned. . . . The Ritz, Elizabeth, N. J., will present from the stage a "Slick Chick Jam-a-rama Plus Championship Jitterbug Contest."

On Hallowe'en eve, the Roosevelt, Union City, N. J., will present "Winston," master of hypnosis, in conjunction with his regular stage show. . . . The Cranford, Cranford, N. J., will have

a costume party for the kiddies on Saturday matinee, Oct. 30. Prizes will be awarded to the ten funniest and most original costumes.

For his aid to many township civic projects, Alfred Barilla, manager, Union, Union, N. J., was honored. Mayor F. Edward Biertuempfel presented the manager with a scroll.

James Fraser has been shifted from the Regent, Paterson, N. J., to become manager of the Montauk, Passaic, N. J., replacing Frank Hall, who resigned. . . . Frank J. Damis will resign after the first of the year from the Stanley Warner Jersey zone, to take over the Thompson Drive-In Company of New Jersey.

New York State
Albany

Norman Weitman, formerly sales manager for U-I in Washington, has been promoted to branch manager for the company here, succeeding Leo Greenfield, resigned.

Edgar S. Van Olinda, film and music critic, Albany Times-Union, will soon make his long awaited debut as a sort of long haired disc jockey over EPTR. He will handle an hour program of classical and semi-classical recordings.

Stanley Warner zone manager C. A. Smakwitz and Strand manager Al La Flamme made a sweet publicity tieup with the Times-Union and 65 participating stores on a 48-hour "Discovery Days" promotion on "A Star Is Born." A local "Judy Garland" wearing a star pin on her coat circulated downtown and uptown business streets. Nine of those identifying her each day were presented with \$5 gift certificates. The newspaper spread of art and stories made page one, with plugs for the Warners film and its Strand premiere.

Sandy Miller, associated with his father in the operation of Menands Drive-In, has established a television installation and repair business. He sold film here and in Pittsburgh before joining his father, Joe Miller, former Columbia branch manager, in the drive-in project.

Forty-five prints of President Eisenhower's appeal for audience donations



Part of the big publicity send-off for Warners' "A Star Is Born," Paramount and Victoria, New York City, were, left, a sign strip directly opposite the Paramount, and, right, an opposition house, the RKO Palace, which used its above marquee space to herald the picture.



Jack Harris is seen presenting checks at the recent Walter Reade Theatres award session at the president's drive-in luncheon-meeting. From left to right are Harris; Joe Sommers, manager, Broadway, Kingston; Ann De Regon, manager, Paramount, Plainfield, N. J.; and Edwin Gage, Reade vice-president. Sommers received his award for work on MGM's "Seven Brides For Seven Brothers" and De Regon for her work on MGM's "Gone With The Wind."

to the American Korean Foundation drive were distributed to theatres of this exchange district, chairman Harry Lamont stated. . . . Henry (Dutch) Harris, long at the Strand, and a stage-hand for 56 years, will pull his final curtain on Nov. 26, when he will retire. Harris, who was president and business agent of Albany IATSE for 15 years, until retirement from the dual post in 1953, will move with his wife to Florida, where he plans to make his home in Dade City. James Blackburn, Palace stage manager and business agent of the union, announced that Harris will be given a farewell dinner.

Harold Strassman had "Knights Of The Round Table" as his first CinemaScope attraction at the neighborhood Eagle. Fabian's Leland has also installed CinemaScope and this runs to six the number of local theatres so equipped. The Grand, reported slated to install CinemaScope, and the Delaware, art house, are the only houses still outside the ranks, among the houses open.

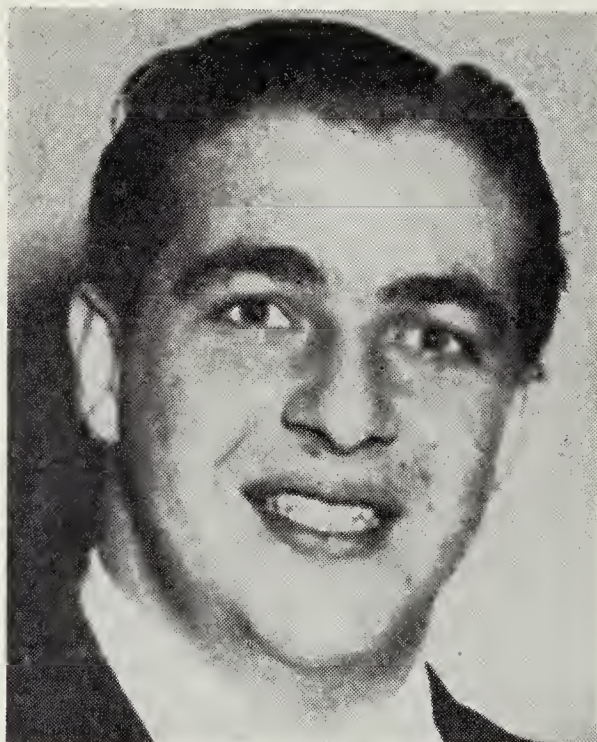
Bob Adler, Allied Artists booker-salesman, assisted Al La Flamme, Strand manager, in details connected with the one-day visit of Jan Sterling to promote "The Human Jungle." Irving Shiffirin, AA exploiter, accompanied the blond actress here from New York. Familiar with this section of the country because her family comes from Poughkeepsie, Miss Sterling climaxed a rushed day with an appearance on the Strand stage the night before the film opened. She visited radio stations, newspaper offices, made a recorded interview with Ken Parker for "Schine Show Time" on WPTR; twice went to the stocking department of W. M. Whitney and Company department store for a "Lovely Legs" contest, with the finals judged by the Strand audience the opening night of the film's run; answered questions by 'teen agers about screen "names" via the store's public address system; and even sold some stockings. She was interviewed on WABY, WTRY, WOKO, WPTR, and WROW. John Graham, Whitney personnel manager, said she did a fine job for the store and Van Realte Company, in on the contest, as well as for the motion picture industry. Stanley Warner zone manager Charles A. Smakwitz, who with La Flamme set up Miss Sterling's sched-

ule, could not be on hand to help greet the star as he had gone to Paterson, N. J., to attend the dinner there honoring S. H. Fabian's 40th year in the motion picture industry and his theatre associations in that city.

Fog, one of the late season headaches of drive-in operations, closed in on the area outdoor theatres several nights, but did not cause any discontinuance of performances.

Postponement by the Board of Regents until the Nov. 18-19 meeting here of action on Capitol Enterprises, Inc., appeal for a reversal of a ruling by State Education Department's Motion Picture Division that a "normal birth" sequence by deleted from "Mom and Dad" was held likely after Dr. Hugh M. Flick, division chief, filed a reply challenging and denying the arguments advanced in a petition by attorney Ephriam S. London, counsel for Capitol. The Regent's calendar for late October meeting in Garden City, L. I., was said to be too crowded to meet the case.

Fabian employees at the Palace gifted Joseph Saperstein, retired division buyer-booker, before he left for a win-



Norman Weitman, formerly sales manager, U-I in Washington, was recently promoted to the post of branch manager in Albany, replacing Leo Greenfield, resigned.



Elaine Stewart, starred in 20th-Fox's "The Adventures Of Hajji Baba," recently accepted a rare edition of the novel of the same name from James Nelson, noted author and lecturer, in the lobby of Brandt's Globe, New York.

ter recuperation in Miami, Fla. A veteran of 40-odd years in show business, Saperstein suffered a heart attack last winter at his desk in the upstairs office of the Palace building. He remained in serious condition at Albany Hospital for weeks, but gradually recovered. Saperstein managed the Grand before becoming buyer and booker and assistant to division manager J. Ullman. In the latter spot, he succeeded Joseph Shure, who left for the gold to be mined in California drive-in operation. Saperstein, directed to take life easy henceforth, was an active member and one-time officer of Albany Variety Club.

The Will Rogers Memorial Hospital Fund Drive is under way in the exchange area, with Norman Jackter, Columbia manager, as distributor chairman, and Charles A. Smakwitz, Stanley Warner zone manager, as exhibitor chairman. They hope to surpass last year's collection total of \$2100.

Auburn

Jack Mitchell, Schine's Auburn, came up with the idea of selling book matches to a merchant. Copy on the front cover read, "You'll light up when you see 'Sabrina'", and copy on the back cover read "You'll look striking in a dress from the Evelyn Shoppe."

Gloversville

Tickets to Schine's Glove, managed by John Corbett, were offered among the prizes in a "Dumbo" children's drawing contest conducted by Playland shop and theatre to promote special matinee exhibition of the Disney picture.

Johnstown

Smalley's has been advertising, "Sell all the big pictures here at regular prices."

Saranac Lake

Tony Anderson, manager, Schine's Pontiac, has lined up a football rally for his house.

South Fallsburg

The Rivoli features "Surprise Nite" Wednesdays. . . . The Mountain Drive-In, near Loch Sheldrake, sheared three days off its playdate schedule in mid-October.

EYELING THE Exchanges

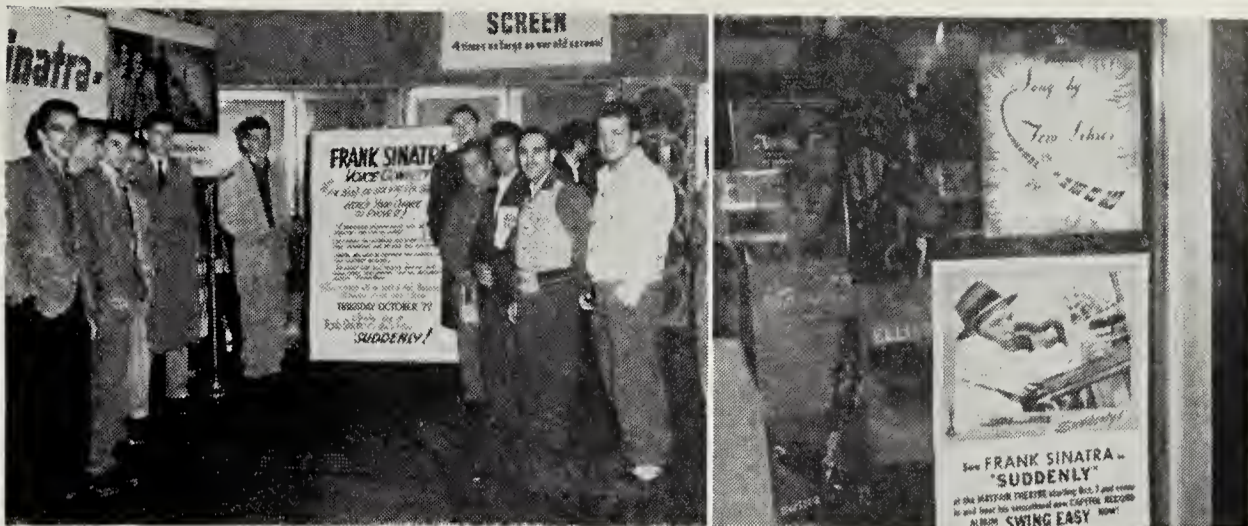
NEW YORK—If you get off the elevator on RKO's eighth floor you're likely to meet with a king size barometer with a marker indicating the percentage of the quota the New York sales staff has achieved in the Sales Staff Incentive Contest, set to run from Oct. 1 to Feb. 17.

PARAMOUNT — Ledger clerk Trudy Rosenblum has resigned to undergo eye surgery. . . . Eileen Freedenthal, accounting department, and her beau, Harry Seidman, have set the date for March 19. . . . Shipper Tony Fontanetta celebrates his birthday on Oct. 30.

FAVORITE—Booker Doris Wishman has resigned to join Onyx Pictures. To fill the vacancy Hannah Fishbein takes over booking responsibilities. She was with Republic in a similar capacity three years ago but since then has been outside the industry.

RKO—Booker Charles Raffaniello was guest of honor at a farewell luncheon sponsored by his colleagues at the Famous Kitchen. He was presented with a gift by the office staff before leaving to join Disney's Buena Vista distributing outfit. . . . Bookkeeping machine operator Peggy Degan was spending her vacation in Florida. . . . Booker Tippy Sperti will take over the Jersey territory. . . . On the sick list were Ethel Curtis, boxoffice department, and biller Doloras Clark. . . . Bud Giles, boxoffice department, is being kept busy as publicity agent for St. Clair's Rose-dale basketball team now that the season is initiated. He is also chief scorer.

UNITED ARTISTS—Rosalind Filler, box-office analyst, returned to work after a period of mourning for her mother, Mrs. Sara Silverman. . . . Booker Sophie Bochilo returned after an illness. . . . An example of one of the best kept secrets was told by clerk Tom Kneitel



A crooning contest recently sparked the bow of United Artists' "Suddenly," Mayfair, New York City, singing hopefuls are seen, left, gathered around a microphone in the theatre lobby to record a chorus in the voice contest, with top prize going to singer who sounds most like Frank Sinatra. On the right is one of the 150 music stores throughout the New York area, which spotlighted the opening with window displays and counter exhibits.

who announced that he had been a married man for the last two years. Kneitel and his wife, Saramae, eloped at that time and were quietly married in Maryland. Now that the secret's out the couple have left their respective families to set up their own household. . . . A group from the office organized a bowling expedition. . . . Howard Mahler, formerly with Columbia and the UA home office, joined the exchange as a statistician. . . . Rachel Yahia, contracts, visited the Mineola State Fair. . . . To mark her twin sons Michael and Jay's ninth birthday, assistant cashier, Hilda Frishman presented them with a cocker spaniel puppy. . . . Vana Smith, booker's secretary, and her husband entertained friends with a cocktail party at their home.

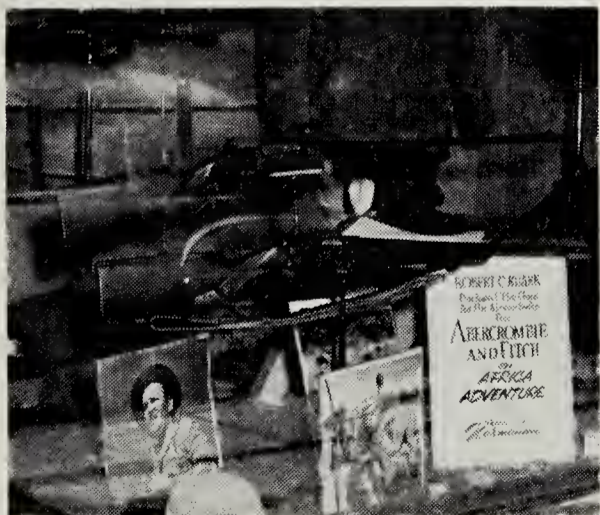
REPUBLIC — Retiring secretary Mary Nicolaou was presented with a gift by her colleagues at a farewell luncheon. . . . Trainee Peter Andrich, Jr., returns to the home office. . . . Switchboard operator Irene Anastasiou had a friendly get-together at her home to celebrate her twentieth birthday.

COLUMBIA—Tim Sullivan, boxoffice department, has started lessons again in ice skating at the Silver Blade. Sullivan, a professional, had appeared on the Roxy stage when that house had ice

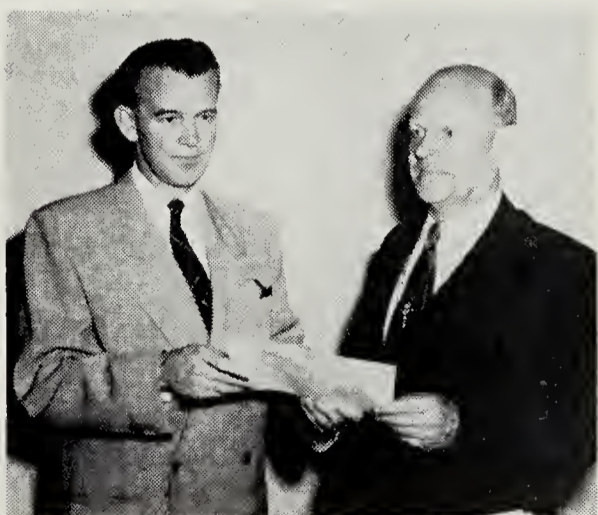
shows. He hopes to teach skating someday. . . . Some of the officites went to a party at the home of Frances Taylor, contract department. . . . New face around the office belongs to Henry Royster, typist clerk. Royster just moved to New York from Milburn, N. J. He was also an English major at Florida Southern College for three years. . . . Barbara Wilson was promoted to the contract department in a slight shuffle of personnel.

ALLIED ARTISTS—Branch manager Nat Furst was in Chicago attending the national sales convention. . . . Newcomer to the office staff is Nettie Rivera, secretary in the booking department. . . . On the sick list were head booker Etta V. Segall and secretary Nancy Grossman.

AL O. BONDY—The organization has acquired the latest G. E. Excursion In Science short called "The Story Of Light." The film, which is playing first run at the Criterion with "Sabrina," tells the story of light from the days of cavemen to present day fluorescent lighting. All this with stringless puppets whose movements are made by hand with frame by frame shooting. The nine minute film took a year to make and has an original musical score as one of its features.



Abercrombie and Fitch recently devoted a window display to the world premiere of Robert C. Ruark's "Africa Adventure," RKO release at the Trans-Lux Normandie, New York, featuring the guns that the producer-writer purchased from the store for his safari which is shown in detail in this Pathe Color feature.



Jay Bonafield, left, executive vice-president, RKO-Pathe, and supervisor of production on the studio's first special short subject of the 1954-55 program, "The Iron Fence," is seen as he recently showed a still from the production to Ray Lawson, Canadian Consul General in New York, before a preview of the subject in RKO's preview room.



Uniformed guards had to keep things down to a roar as 1,000 autograph-hungry fans recently headed for Ava Gardner in the lobby of the Capitol, New York City, during opening week of United Artists' "The Barefoot Contessa." The star's theatre stand climaxed 10 days of personal appearances spotlighting the film's Broadway premiere.

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM

DAILY BOXOFFICE STATEMENT No. _____

MATINEE • Ticket Numbers

Clear	Open	PASSES and WALK-INS (higher tax scale)	OTHER TOTALS	CASH REFUNDS (explain on reverse side)	NET TOTAL

EVENING • Ticket Numbers

Clear	Open	PASSES and WALK-INS (higher tax scale)	OTHER TOTALS	CASH REFUNDS (explain on reverse side)	NET TOTAL

GRAND TOTAL for this program

Theatre _____ Day of run _____

Feature _____ Date _____

Printed on both sides so that complete factual totals for one day can be kept on one 8 1/2 x 5 1/2 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

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Sold **ONLY** to Subscribing Theatres, by
EXHIBITOR BOOK SHOP
736-48 N. Clarion Street, Philadelphia 7, Pa.



Jeff Chandler, star, U-I's "Sign Of The Pagan," was in New York recently and sat in on one of the promotional planning conferences of the company's eastern advertising, publicity, and exploitation executives. Charles Simonelli, eastern ad-publicity department manager, is seen showing Chandler and the other executives some of the roughs prepared of the advertisements which will be used in a record national magazine ad campaign. Standing, left to right, are Herman Kass, eastern exploitation manager; Philip Gerard, eastern publicity manager; Chandler; Henry A. Linet, sales promotion manager; and Jeff Livingston, eastern advertising manager.

U-I—Inspectress Florence Knight announced that her daughter Dorothy, formerly with National Screen Service, will be married on Oct. 30 to Robert Rogenburg. . . . Print booker Dick Feinstein and fiance Gladys Brownstein of Metro took in a local basketball game. . . . Cashier Walter Bernard is back at work after a long illness. . . . Alice Messik, bookkeeping machine operator, went on vacation. . . . Booker Marvin Freidlander went to Boston for the weekend.

20TH-FOX—Harriet Dublin, typist, expects the stork in April. . . . Home with a back ailment was print booker Bill Tavanise. . . . The Fox Family Club nominated officers for the coming election. . . . New around the office is Theresa Cervone, typist. . . . Shipper Abe Davis celebrates his birthday on Oct. 27.

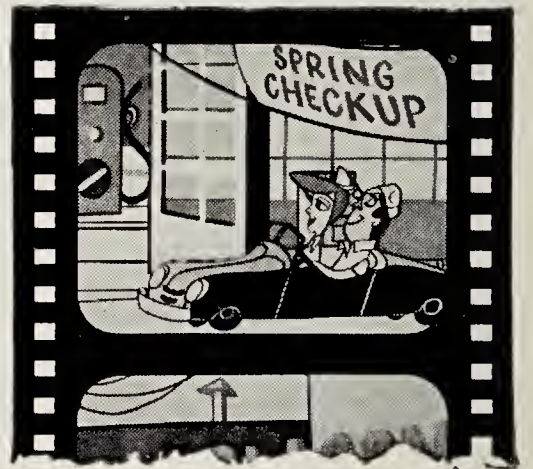


Executive chairman of the International Association of Clothing Designers Louis Scalise, left, recently met with Sy Seadler, advertising manager, MGM, and Dorothy Poe, fashion consultant, and approved the production of "Beau Brummell" as an aid to making the men more fashion conscious. Also present was IACD's treasurer, Morris Berman, on extreme right.

WARNERS—Beatrice Ansanelli is the new cashier clerk. . . . On vacation is biller Ida Martin. . . . Inspectress Minnie Quigg is back after a virus attack. . . . Joe Katzenstein, reproduction department, died suddenly of a heart attack. He is survived by his wife and one son.

RAMBLIN' 'ROUND—Lorraine Reiner, MGM contract department, returned from vacation in time to celebrate her birthday. . . . Dorothy Draugel, secretary at Bonded, is registered at Brooklyn College this semester majoring in English composition. . . . Grace Baum, Bonded bookkeeper, is back at work after her honeymoon. . . . Hy U. Gardner, assistant to Al O. Bondy, announced that daughter Randy Sue acquired her first tooth. . . . James Seligman, Al Bondy booker, helped wife Ursula mark her birthday. . . . Jerry Schpiro, Business Education Films, has his new catalogue of 16mm. films for schools and business organizations. The topics cover a variety of subjects ranging from advertising to business machines. . . . Members of the 20th-Fox advertising, publicity and exploitation departments held a farewell luncheon honoring Edward Feldman, advertising copywriter, who has been called to active duty by the Air Force. Feldman, formerly fan magazine contact for the company, reports to Westover Field, Mass., to begin duties as a public information officer.

—J. A. D.



At your age!

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer, as presented in our new film "Man Alive!"

You and Ed will learn that cancer, like serious engine trouble, usually gives you a warning and can usually be cured *if treated early*.

For information on where you can see this film, call us or write to "Cancer" in care of your local Post Office.

American Cancer Society



Allied Artists

(Monogram)

(1952-53 releases from 5301;
1953-54 releases from 5401)

(All features are being photographed for projection
in aspect ratios from 1.33 to 1.85-1)

- ARROW IN THE DUST**—ACMD—Sterling Hayden, Coleen Gray, Keith Larsen—Fast moving melodrama is packed with selling angles—80m.—see Apr. 7 issue—(Technicolor)—(5404).
- BOWERY BOYS MEET THE MONSTERS, THE**—C—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65½m.—see June 2 issue—(5419).
- DESPERADO, THE**—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- FORTY-NINERS, THE**—W—Wild Bill Elliott, Virginia Grey, Henry Morgan—Standard Elliott—70½m.—see Apr. 21 issue—(5424).
- HUMAN JUNGLE, THE**—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).
- JUNGLE GENTS**—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- RETURN FROM THE SEA**—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- SECURITY RISK**—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- TWO GUNS AND A BADGE**—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Richard Conte, Jean Wallace—(5508).
- BLACK PRINCE, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).
- BOB MATHIAS STORY, THE**—Bob Mathias, Melba Mathias, Ward Bond.
- BOWERY TO BAGDAD**—Leo Gorcey, Huntz Hall, Joan Shawlee—(5421).
- CRY VENGEANCE**—Mark Stevens, Joan Vohs, Martha Hyer—(5504).
- JOHN BROWN'S RAIDERS**—Raymond Massey, Debra Paget, Jeffrey Hunter.
- KILLER LEOPARD**—Johnny Sheffield, Beverly Garland—(5412).
- PORT OF HELL**—Dane Clark, Carole Mathews, Wayne Morris—(5505).
- RIDER OF THE RUBY HILLS**—Lola Albright, Barton MacLane, Dick Foran.
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor).
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley—(5503).
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England)—(5506).

Astor

- ROBOT MONSTER**—SFD—George Nader, Claudia Barrett, Selena Royle—Exploitation entry will serve on the lower half—62m.—see Nov. 18 issue—(3-D and 2-D).
- SLEEPING TIGER, THE**—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).
- THREE STOPS TO MURDER**—MYMD—Tom Conway, Mila Parely, Naomi Chance—Import will fit into the lower half—76m.—see Apr. 7 issue—(English-made).

TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barrard, Carmilla Horn—(English-made).

Columbia

- (1953-54 releases from 601; 1954-55 releases from 701)
(All features are being photographed for projection
in aspect ratios from 1.33 to 1.85-1)
- BLACK DAKOTAS, THE**—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).
- BLACK EAGLE, THE STORY OF A HORSE**—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).
- BULLET IS WAITING, A**—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712).
- CAINE MUTINY, THE**—D—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see Sept. 8 issue—(Technicolor)—(701).

MOTION PICTURE

EXHIBITOR

SERVISECTION

The Check-Up of all features and shorts for an eight-month period

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Vol. 52, No. 26
SECTION 2

OCTOBER 27, 1954

- CANGACEIRO (The Bandit)**—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22 issue—Leg.: B—(Brazilian-made)—(English titles).
- CORONER CREEK**—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).
- DETECTIVE, THE**—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made).
- FIRE OVER AFRICA**—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).
- GUNFIGHTERS**—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).
- HELL BELOW ZERO**—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).
- HUMAN DESIRE**—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B—(710).
- INDISCRETION OF AN AMERICAN WIFE**—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).

- IRON GLOVE, THE**—MD—Robert Stack, Ursula Thiess, Richard Stapley—Routine action programmer for the lower half—77m.—see Apr. 7 issue—(Technicolor)—(634).
- JUNGLE MAN-EATERS**—AD—Johnny Weissmuller, Karin Booth, Richard Stapley—Routine series entry—68m.—see Sept. 8 issue—(707).
- LAW VS. BILLY THE KID, THE**—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).
- MASSACRE CANYON**—MD—Phil Carey, Audrey Totter, Douglas Kennedy—Okeh programmer—66m.—see Apr. 21 issue—(635).
- MIAMI STORY, THE**—MD—Barry Sullivan, Luther Adler, Adele Jergens—Suspenseful program meller—75m.—see Apr. 7 issue—(641).
- MISS GRANT TAKES RICHMOND**—F—Lucille Ball, William Holden, Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue—(722).
- ON THE WATERFRONT**—MD—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. 8 issue—(702).
- OUTLAW STALLION, THE**—OD—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).
- PUSHOVER**—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).
- ARACEN BLADE, THE**—Ricardo Montalban, Betta St. John, Rick Jason—Average programmer for the duallers—76m.—see June 2 issue—Leg.: B—(Technicolor)—(633).
- THEY RODE WEST**—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor)—(717).
- THREE HOURS TO KILL**—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).

TO BE REVIEWED OR IN PRODUCTION

- BLACK KNIGHT, THE**—Alan Ladd, Patricia Medina—85m.—(Technicolor)—(Made in England)—(719).
- CANNIBAL ATTACK**—Johnny Weissmuller, Judy Walsh—(718).

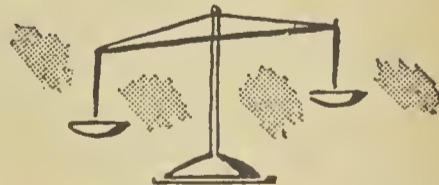
KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

- | | |
|-------------------------------------|---------------------------------|
| AD—Adventure drama | MUCD—Musical comedy drama |
| ACD—Action drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| BID—Biographical drama | MY—Mystery |
| BIDMU—Biographical drama with music | MYC—Mystery comedy |
| BUR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | RD—Religious drama |
| DFAN—Drama fantasy | ROMC—Romantic comedy |
| DMU—Dramatic musical | ROMCMU—Romantic comedy musical |
| DOC—Documentary | ROMD—Romantic drama |
| DOCD—Documentary drama | ROMDMU—Romantic drama musical |
| DOCMD—Documentary melodrama | SAT—Satire |
| ED—Educational feature | SFD—Science fiction drama |
| F—Farce | SCD—Sex comedy drama |
| FAN—Fantasy | TRAV—Travelogue |
| FANMU—Fantasy musical | W—Western |
| FMD—Farce musical | WC—Western comedy |
| HISD—Historical drama | WCMU—Western comedy musical |
| MDMU—Melodrama musical | WD—Western drama |
| MD—Melodrama | WMD—Western melodrama |
| MUC—Musical comedy | WMDMU—Western melodrama musical |
| | WMU—Western musical |

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is ALL of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

CELL 2455—William Campbell, Kathryn Grant, Steve Edwards.
 END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made In England).
 FIVE AGAINST THE HOUSE—Guy Madison, Klm Novak, Brian Keith.
 GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).
 I WAS A PRISONER IN KOREA—Robert Francis, Dianne Foster, E. G. Marshall.
 JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.
 LONG, GRAY LINE, THE—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).
 MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp—(Technicolor)—(CinemaScope).
 MASTERSON OF KANSAS—George Montgomery, Nancy Gates—(Technicolor).
 MONSTER BENEATH THE SEA, THE—Kenneth Tobey, Faith Domergue, Ian Keith.
 MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray—(Technicolor)—(CinemaScope).
 PHFFT—Judy Holiday, Jack Lemmon, Jack Carson—(715).
 PIRATES OF TRIPOLI—Paul Henreid, Patricia Medina—(Technicolor)—(706).
 PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mal Zetterling—(Print by Technicolor)—(Made In England and Germany).
 RIOT ON PIER SIX—Arthur Franz, Beverly Garland.
 SEMINOLE UPRISING—George Montgomery, Karl Booth—(Technicolor).
 STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).
 TEN WANTED MEN—Randolph Scott, Jocelyn Brando—(Technicolor).
 THREE FOR THE SHOW—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).
 TIGHT SPOT—Edward G. Robinson, Ginger Rogers, Brian Keith.
 VIOLENT MEN, THE—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—(Technicolor)—(CinemaScope).
 WOMEN'S PRISON—Ida Lupino, Jan Sterling, Howard Duff.
 WYOMING RENEGADES—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).
 WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)
 BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).
 FANGS OF THE WILD—MD—Charles Chaplin, Jr., Onslow Stevens, Margia Dean—Routine programmer for the lower half—71m.—see May 19 issue—(5311)—(1.85-1).
 HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).
 MONSTER FROM THE OCEAN FLOOR—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).
 PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).
 RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).
 TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).
 THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue—(5404).
 UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made)—(5401).
 WE WANT A CHILD—D—ib Schonberg, Ruth Breinholt, Jorgen Efenberg—Sex drama should have interest for restricted or segregated audiences—76m.—see May 5 issue—Leg.: C—(Swedish-made)—(Dubbed in English)—(5324).

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Gloria Jean, Richard Denning.
 BLACK PEARL, THE—Wayne Morris, Dorothy Patrick—(Color)—(Made in Hawaii).
 BLACK PIRATES—Anthony Dexter, Lon Chaney, Robert Clarke—(AnascoColor)—(Made In El Salvador)—(5407).
 DEADLY GAME—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—(5402).
 GLASS TOMB—John Ireland—(English-made)—(5409).
 RACE FOR LIFE, A—Richard Conte, Mari Aldon—(English-made)—(5403).
 SHOCK—Brian Donlevy, Margia Dean, Jack Warner—(Made in England).
 SIEGE, THE—(Italian-made)—(5323).
 SILENT RAIDERS—Richard Bartlett, Earle Lyon, Jeanette Bordeaux—(5404)—65m.
 SILVER STAR, THE—Marie Windsor, Barton MacLane, Edward Buchanan, Lon Chaney.
 THEY WERE SO YOUNG—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferrania-color)—(English narration).
 APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Botic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).
 BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—Leg.: B—(English titles).
 GIRLS MARKED DANGER—MD—Silvana Pampanini, Eleonora Rossi Drago, Marc Lawrence—Exploitation import has the angles—70m.—see June 2 issue—Leg.: C—(Dubbed in English).
 HELL RAIDERS OF THE DEEP—D—Eleonora Rossi Drago, Pierre Cressoy, Girolamo Manisco—Exploitable import—93m.—see May 19 issue—Leg.: B—(Dubbed In English).
 MELODY OF LOVE—MUCD—Giacomo Rondinella, Marla Fiore, Nadia Gray—Pleasant fare for the Italian spots—96m.—see May 5 issue—(English titles).
 MY HEART SINGS—CMU—Ferruccio Tagliavani, Franca Marzi, Riccardo Billi—Minor comedy for the Italian and art spots—99m.—see Apr. 7 issue—(English titles).
 SECRET ASSIGNMENT—MD—Vivi Giol, Massimo Serato, Carlo Ninchi—Fair spy thriller for the art and Italian spots—116m.—see Apr. 7 issue—(English titles).
 SENSUALITA—D—Eleonora Rossi Drago, Amedeo Nazzari, Marcello Mastroianni—Fair import has plenty of exploitation angles—72m.—see May 19 issue—Leg.: C—(Dubbed In English).
 TARANTELLA NAPOLETANA—MUC—Clara Bindi, Clara Crispo, Vittorio Crispo—Weak musical for the Italian spots—86m.—see May 19 issue—(Gaevacolor)—(English titles).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed In English).
 CITY STANDS TRIAL—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed In English)—10m.—Leg.: B.
 HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
 HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).
 LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.
 THEODORA, SLAVE EMPRESS—Ginna Marla Canale, Georges Marchal, Renato Baldini—(Pathe Color)—(Dubbed In English).
 TOO YOUNG FOR LOVE—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).

PRISONER OF WAR—D—Donald Reagan, Steve Forrest, Dewey Martin—Grim war tale can stand plenty of sailing—81m.—see Apr. 7 issue—(427)—(1.75-1).
 ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—1.75-1).
 SEVEN BRIDES FOR SEVEN BROTHERS—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 issue—(AnascoColor)—(CinemaScope)—(426).
 STUDENT PRINCE, THE—MU—Ann Blyth, Edmund Purdom, John Ericson—Names will help entertaining musical—107m.—see June 2 issue—(Anasco Color)—(CinemaScope)—(424).
 VALLEY OF THE KINGS—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).
 WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—(505).

TO BE REVIEWED OR IN PRODUCTION

ATHENA—Jane Powell, Debbie Reynolds, Vic Damone—(Eastman Color)—(Print by Technicolor)—119m.—(507)—(1.75-1).
 BAD DAY AT BLACK ROCK—Spencer Tracy, Robert Ryan, Walter Brennan, Anne Francis—(Color).
 BOULEVARD IN PARIS—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France).
 CREST OF THE WAVE—Gene Kelly, Jeff Richards—(Made in England)—90m.—(511)—(1.75-1).
 DEEP IN MY HEART—Jose Ferrer, Merle Oberon, Doe Avedon—(Print by Technicolor)—(512)—(1.75-1).
 GLASS SLIPPER, THE—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color)—(Print by Technicolor).
 GREEN FIRE—Stewart Granger, Grace Kelly, Paul Douglas—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(Made in Columbia).
 HIT THE DECK—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).
 INTERRUPTED MELODY—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).
 INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made In England).
 IT'S ALWAYS FAIR WEATHER—Gene Kelly, Dolores Gray.
 JUPITER'S DARLING—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).
 LAST TIME I SAW PARIS, THE—Elizabeth Taylor, Van Johnson, Donna Reed—Technicolor—128m.—(510)—(1.75-1).
 LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor).
 MANY RIVERS TO CROSS—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope).
 MOONFLEET—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).
 PRODIGAL, THE—Lana Turner, Edmund Purdom, Talna Elg—(Color)—(Print by Technicolor)—(CinemaScope).

Metro

(1952-53 releases from 301
 1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)
 BEAU BRUMMEL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—113m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).
 BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made In Holland and England)—(501)—(1.75-1)—(SS).
 BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue—(Anasco Color)—(CinemaScope)—(502).
 DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue—(506).
 FLAME AND THE FLESH—D—Lana Turner, Pier Angeli, Carlos Thompson—Name draw will have to make the difference—104m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in Italy)—(421)—(1.75-1).
 GONE WITH THE WIND—D—Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard—Reissue should have wide appeal—222m.—see June 2 issue—(Technicolor)—(430)—(1.75-1)—(SS).
 HER TWELVE MEN—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(AnascoColor)—(Print by Technicolor)—(429)—(1.75-1).
 JULIUS CAESAR—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).
 MEN OF THE FIGHTING LADY—DOCD—Van Johnson, Walter Pidgeon, Louis Calhern—Well-made, all-male war film shapes up as an exploitable opportunity—80m.—see May 19 issue—(Anasco Color)—(Print by Technicolor)—(425)—(1.75-1).

Paramount

(1952-53 releases from 5200
 1953-54 releases from 5300)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1; SS indicates availability of stereophonic sound)

ABOUT MRS. LESLIE—D—Shirley Booth, Robert Ryan, Marjie Millar—Star draw should make the difference—104m.—see May 5 issue—Leg.: B—(5321).
 ELEPHANT WALK—D—Elizabeth Taylor, Dana Andrews, Peter Finch—Distinguished film deserves plenty of attention—103m.—see Apr. 7 issue—(Technicolor)—(Partly made in Ceylon)—(5317).
 GREATEST SHOW ON EARTH, THE—D—Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—Reissue of circus drama has the angles—151m.—see June 2 issue—(Technicolor)—(5325).
 KNOCK ON WOOD—F—Danny Kaye, Mal Zetterling, Torin Thatcher—High rating Kaye starrer—103m.—see Apr. 7 issue—(Technicolor)—(SS)—(5319).
 LIVING IT UP—MUC—Dean Martin, Jerry Lewis, Janet Leigh—High rating comedy—95m.—see May 5 issue—(Technicolor)—(5320).
 REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor)—(R-5403).
 REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor)—(5401).
 SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).
 SECRET OF THE INCAS—MD—Charlton Heston, Robert Young, Nicole Maurey—Interesting adventure programmer—101m.—see June 2 issue—Leg.: B—(Technicolor)—(5318).
 WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(5430).

TO BE REVIEWED OR IN PRODUCTION

- AIR COMMAND—James Stewart, June Allyson—(Technicolor)—(VistaVision).
- BRIDGES AT TOKO—RI—William Holden, Frederic March, Grace Kelly, Mickey Rooney—(Technicolor)—(5405).
- CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).
- COUNTRY GIRL, THE—Bing Crosby, Williom Holden, Grace Kelly—(5409).
- DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(Technicolor)—(VistaVision).
- EDDIE FOY STORY, THE—Bob Hope, Angela Clarke, George Tobias, Milly Vitole—(Technicolor)—(VistaVision).
- LOVE IS A WEAPON—John Payne, Mary Murphy—(Technicolor)—(VistaVision).
- MAMBO—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy)—(5406).
- LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision).
- RUN FOR COVER—James Cagney, John Derek, Yvonne Lindfors—(Technicolor)—(VistaVision).
- 3 RING CIRCUS—Dean Martin, Jerry Lewis, Zsa Zsa Gabor—(Technicolor)—(VistaVision)—(5404).
- TO CATCH A THIEF—Gary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France).
- TWO CAPTAINS WEST—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision).
- TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley Maclaine, John Forsythe—(Technicolor)—(VistaVision).
- ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe)—(5408).
- WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision).

RKO

(1952-53 releases from 301

1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

- AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).
- BADMAN'S TERRITORY—W—Randolph Scott, Ann Richards, George "Gabby" Hayes—Scott name should help reissue—98m.—see May 5 issue—(476).
- EVERY GIRL SHOULD BE MARRIED—C—Cory Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).
- GUNGA DIN—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).
- HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanne Crain—Star value will make the difference in general release—111m.—see Sept. 8 issue—(Technicolor)—(551).
- LOST PATROL, THE—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).
- MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—Names should help reissue—93m.—see Apr. 7 issue—(473).
- PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).
- SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103 1/2m.—see Sept. 8 issue—(Technicolor)—(572).
- SILVER LODGE—OMD—John Payne, Elizabeth Scott, Dan Duryea—Standard outdoor show—80m.—see May 19 issue—(Print by Technicolor)—(413).
- SINS OF ROME—MD—Ludmilla Tcherina, Massimo Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg: B—(Italian-made)—(Dubbed in English)—(414).
- SPANISH MAIN, THE—MD—Maureen O'Hara, Paul Henreid, Walter Slezak—Reissue has the names to help 100m.—see May 5 issue—(Technicolor)—(475).
- STATION WEST—W—Dick Powell, Jane Greer, Agnes Moorehead—Names should help reissue—92m.—see June 2 issue—(478).
- SUSAN SLEPT HERE—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 issue—Leg: B—(Technicolor)—(501).
- THEY WON'T BELIEVE ME—D—Robert Young, Susan Hayward, Jane Greer—Reissue has the names to help 80m.—see Apr. 7 issue—(474).
- THING FROM ANOTHER WORLD, THE—SFD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Science fiction reissue offers exploitation possibilities—80m.—see June 2 issue—(477).
- THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—(Pathe Color)—(504).
- WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

- AMERICANO, THE—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(Print by Technicolor).
- BIG RAINBOW, THE—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(Superscope)—(506).
- BOW TAMELY TO ME—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).

- CATTLE QUEEN OF MONTANA—Barbara Stanwyck, Ronald Reagan—(Technicolor)—(Superscope).
- CONQUEROR, THE—John Wayne, Susan Hayward—(Color)—(CinemaScope).
- GIRL RUSH—Rosalind Russell, Eddie Albert—(Technicolor)—(VistaVision).
- JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(SuperScope).
- QUEST FOR THE LOST CITY—Dana and Ginger Lomb—(Eastman Color)—(Made in Guatemala).
- SEVEN BAD MEN—Randolph Scott, Malo Powers, Forrest Tucker—(Technicolor)—(Superscope).
- SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.
- TARZAN'S HIDDEN JUNGLE—Gordon Scott, Vera Miles—(507).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- JOHNNY GUITAR—ODMU—Joan Crawford, Sterling Hayden, Mercedes McCambridge—Crawford draw will be the most important factor in the selling—110m.—see May 5 issue—(Tricolor)—(5307).
- LAUGHING ANNE—MD—Wendell Corey, Margaret Lockwood, Forrest Tucker—Interesting melodrama has the angles—90m.—see May 5 issue—Leg: B—(Technicolor)—(Made in England)—(5305).
- MAKE HASTE TO LIVE—D—Dorothy McGulre, Stephen McNolly, Mary Murphy—Suspenseful drama has names to help—90m.—see Apr. 7 issue—(5306).
- OUTCAST, THE—OD—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Tricolor)—(5308).
- PHANTOM STALLION—W—Rex Allen, Slim Pickens, Carla Balenda—Routine series entry—54m.—see Apr. 21 issue—(5331).
- ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, The Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).
- SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).
- SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue—(5311).
- SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—91m.—see Oct. 20 issue—Leg: B—(Italian-made)—(Dubbed in English).
- TOBOR THE GREAT—SFD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue—(5309).
- UNTAMED HEIRESS—C—Judy Canova, Donald "Red" Barry, George Cleveland—For the lower half—70m.—see May 5 issue—(5325).

TO BE REVIEWED OR IN PRODUCTION

- ADMIRAL HOSKINS STORY—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).
- ATOMIC KID, THE—Mickey Rooney, Elaine Davis, Robert Strauss.
- CAROLINA CANNONBALL—Judy Canova, Ross Elliott, Andy Clyde.
- HELL'S OUTPOST—Rod Cameron, Joan Leslie, John Russell.
- MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rito Gam—(Tricolor)—(Made in Germany).
- SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Tricolor).
- TIMBERJACK—Vera Rolston, Sterling Hayden, Hoagy Carmichael—(Tricolor).
- TROUBLE IN THE GLEN—Margaret Lockwood, Orson Welles, Forrest Tucker—(Tricolor)—(Made in England).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

- ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg: B—(Color by DeLuxe)—(CinemaScope)—(424).
- BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).
- CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga Jones—Depends on the individual situation—105m.—see Oct. 20 issue—Leg: B—(Color by DeLuxe)—(CinemaScope)—(422).
- DEMETRIUS AND THE GLADIATORS—MD—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).
- EGYPTIAN, THE—D—Well-made spectacle is headed for the better grosses—Jean Simmons, Victor Mature, Gene Tierney—140m.—see Sept. 8 issue—Leg: B—(Color by DeLuxe)—(CinemaScope)—(420).
- GAMBLER FROM NATCHEZ, THE—MD—Dole Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg: B—(Print by Technicolor)—(417).

- GARDEN OF EVIL—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).
- GORILLA AT LARGE—MYMD—Cameron Mitchell, Anne Bancroft, Lee J. Cobb—Exploitable programmer—84m.—see May 5 issue—Leg: B—(Technicolor)—(3-D and 2-D)—(406).
- ORCHESTRA WIVES—MUCD—Glenn Miller and Orchestra, George Montgomery, Ann Rutherford—Reissue has the names to help—98m.—see May 5 issue—(443).
- PRINCE VALIANT—COSMD—James Mason, Janet Leigh, Robert Wagner—Entertaining CinemaScope entry should land in the better money—100m.—see Apr. 7 issue—(Technicolor)—(CinemaScope)—(411).
- PRINCESS OF THE NILE—COSMD—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the duellers—71m.—see June 16 issue—(Technicolor)—(414).
- RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).
- RIVER OF NO RETURN—OACD—Robert Mitchum, Marilyn Monroe, Rory Calhoun—Name draw will make the difference—91m.—see May 5 issue—Leg: B—(Technicolor)—(CinemaScope)—(405).
- ROCKET MAN, THE—CD—Charles Coburn, Spring Byington, George Winslow—Okeh programmer for the duellers—79m.—see May 5 issue—(412).
- ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).
- SIEGE AT RED RIVER, THE—OD—Von Johnson, Joanne Dru, Richard Boone—Cavalry vs. Indians show should have usual appeal in action spots—86m.—see Apr. 7 issue—(Technicolor)—(404).
- SUN VALLEY SERENADE—MUC—Sonja Henle, John Payne, Glenn Miller—Reissue has the names and angles—86m.—see May 5 issue—(446).
- THREE COINS IN THE FOUNTAIN—ROMD—Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara—Good romantic drama—101m.—see May 19 issue—(Made in Italy)—(Technicolor)—(CinemaScope)—(413).
- WOMAN'S WORLD—CD—Clifford Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

TO BE REVIEWED OR IN PRODUCTION

- BLACK 13—Peter Reynolds, Ron Anderson, Patrick Barr.
- BLACK WIDOW—Ginger Rogers, Van Heflin, Gene Tierney—(Color by DeLuxe)—(CinemaScope)—(423).
- DESIREE—Marlon Brando, Jean Simmons, Marle Oberon—(Color by DeLuxe)—(CinemaScope)—(425).
- DEVIL'S HARBOR—Richard Arlen, Greta Gynt, Mary Germaine.
- LIFE IN THE BALANCE, A—Ricardo Montalbon, Anne Bancroft—(Made in Mexico).
- MAN CALLED PETER, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope).
- OTHER WOMAN, THE—Hugo Boss, Cleo Moore.
- OUTLAW'S DAUGHTER, THE—Bill Williams, Kelly Ryan, Jim Davis—(Eastman Color).
- PRINCE OF PLAYERS—Richard Burton, Maggie McNamara—(Color)—(CinemaScope).
- RACERS, THE—Kirk Douglas, Gilbert Roland, Bella Dorvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe).
- SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).
- TALL MEN, THE—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).
- THAT LADY—Olivia DeHavilland, Gilbert Roland, Françoise Rosoy—(Color)—(CinemaScope)—(Made in England).
- THERE'S NO BUSINESS LIKE SHOW BUSINESS—Ethel Merman, Dan Dailey, Marilyn Monroe, Donald O'Connor, Mitzi Gaynor, Johnnie Ray—(Color by DeLuxe)—(CinemaScope)—(426).
- UNTAMED—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope).
- WHITE FEATHER—Robert Wagner, Debra Paget, Virginia Leigh, Dale Robertson—(Color)—(CinemaScope)—(Made in Mexico).

United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

- ADVENTURES OF ROBINSON CRUSOE—AD—Dan O'Herlihy, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made in Mexico)—(Dancigers-Ehrlich)—(2-1).
- APACHE—MD—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).
- BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75-1).

BEAUTIES OF THE NIGHT, THE—CDFAN—Gerard Philippe, Martine Carol, Gina Lollobrigida—Amusing import for the art houses—84m.—see Apr. 7 issue—Leg.: B—(French-made)—(English titles)—(Lopert).

CAPTAIN KIDD AND THE SLAVE GIRL—MD—Anthony Dexter, Eva Gabor, Alan Hale, Jr.—For the lower half—83m.—see June 2 issue—Leg.: B—(Color)—(Wisberg-Pollexfen).

CHALLENGE THE WILD—DOC—George and Sheila Graham—For the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).

CHAMPION—MD—Kirk Douglas, Marilyn Maxwell, Arthur Kennedy—Name strength should help reissue—99m.—(see Apr. 21 issue)—(Kramer).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOG—SFMD—Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—85m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tors)—(1.85-1).

MOBSON'S CHOICE—C—Charles Laughton, John Mills, Brenda de Banzie—Laughton's name should aid in the selling—107m.—see June 2 issue—(English-made)—(London)—(1.85-1).

HOME OF THE BRAVE—D—Douglas Dick, Steve Brodie, Jeff Corey—Reissue may have some appeal on war angles—85m.—see Apr. 21 issue—(Kramer).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—(Print by Technicolor)—(Panorama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

KIDNAPPERS, THE (The Little Kidnappers, The)—D—Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank)—(1.66:1).

LITTLE KIDNAPPERS, THE—see Kidnappers, The.

LONE GUN, THE—W—George Montgomery, Dorothy Malone, Frank Faylen—Fair western—73m.—see Apr. 7 issue—(Color by Color Corporation)—(Superior)—(1.66-1).

LONG WAIT, THE—MYMD—Anthony Quinn, Charles Coburn, Peggie Castle—Interesting meller—93m.—see May 5 issue—Leg.: B—(Saville)—(1.75-1).

MALTA STORY—HISMD—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

MAN WITH A MILLION—C—Gregory Peck, Jane Griffiths, Ronald Squire—Names should help amusing comedy—90m.—see June 2 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).

RETURN TO TREASURE ISLAND—AD—Tab Hunter, Dawn Addams, Porter Hall—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Noish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

SOUTHWEST PASSAGE—OD—John Ireland, Joanne Dru, Rod Cameron—Okeh outdoor show—75m.—see Apr. 21 issue—(Pathe Color)—3-D and 2-D—(Small)—(1.66-1).

SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

WITNESS TO MURDER—MD—Barbara Stanwyck, George Sanders, Gary Merrill—Okeh suspense meller has stars to help—81m.—see Apr. 21 issue—(Erskine)—(1.85-1).

YELLOW TOMAHAWK—MD—Rory Calhoun, Peggie Castle, Noah Beery—Okeh for the duallers—82m.—see May 19 issue—Color)—(Schenck-Koch)—(1.75-1).

TO BE REVIEWED OR IN PRODUCTION

BATTLE TAXI—Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur).

BEACHCOMBER, THE—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made).

BIG HOUSE, U. S. A.—Broderick Crawford, Ralph Meeker—(Bel-Air).

BLACK TUESDAY—Edward G. Robinson, Jean Parker—(Goldstein).

FIREBIRD, THE—Ellen Rasch, international ballet and opera cast—(Lesser)—(Gevacolor).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

GOOD DIE YOUNG, THE—Richard Basehart, Gloria Grahame, John Ireland—(Romulus).

GOLDEN MISTRESS, THE—John Agar, Rosemarie Bowe, Abner Biberman—(Technicolor)—(Kay-Rybnick)—(Made in Haiti).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

LAWLESS RIDER, THE—Johnny Carpenter, Frankle Darro, Douglas Dumbrille—(Carpenter).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Color)—(Wilcox).

MARTY—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

OPERATION MANHUNT—Harry Townes, Iria Jensen—(Made in Canada)—(Feldkamp).

OTHELLO—Orson Welles, Michael Macliammoir, Suzanne Cloutier—(Made in Europe)—(Mercury).

PURPLE PLAIN, THE—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).

RING AROUND SATURN—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).

ROBBER\$ ROOST—George Montgomery, Bruce Bennett—(Eastman Color)—(Goldstein-Jacks).

ROMEO AND JULIET—Laurence Harvey, Susan Shentall, Flora Robson—(Technicolor)—(English-made)—(Made in Italy)—(Rank).

SNOW CREATURE—Bul Langton, Leslie Denison, Tery Shimada—(Wilder).

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

STEEL CAGE, THE—Paul Kelly, Maureen O'Sullivan, Walter Slezak—(Swartz-Doniger).

STRANGER ON HORSEBACK—Joel McCrea, Miroslava—(Color)—(Goldstein).

SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert).

TIGER AND THE FLAME, THE—Sobrab M. Madi, Mehtab—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—Gale Robertson, Frank Lovejoy, Evelyn Keyes—(Landmark).

TWIST OF FATE—Ginger Rogers, Jacques Bergerac—(Made in France and England)—(Setton)—(1.85-1).

VERA CRUZ—Gary Cooper, Burt Lancaster, Denise Darce—(Hecht-Lancaster)—(Made in Mexico)—(Technicolor).

WHITE ORCHID, THE—William Lundigan, Peggie Castle—(Color)—(Le Borg).

YOU KNOW WHAT SAILORS ARE—Akim Tamiroff, Donald Sinden, Sarah Lawson—(Technicolor)—(English-made)—(Rank).

Universal-International

(1952-53 releases from 301;
1953-54 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ALWAYS A BRIDE—C—Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—83m.—see June 16 issue—(English-made)—(Rank)—(485).

BLACK HORSE CANYON—OD—Joel McCrea, Mari Blanchard, Race Gentry—Good outdoor film—81½/2m.—see June 2 issue—(Technicolor)—(423)—(2-1).

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular)—(432).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½/2m.—see July 28 issue—(Technicolor)—(430)—(2-1).

DRUMS ACROSS THE RIVER—OD—Audie Murphy, Lisa Gaye, Lyle Bettger—Standard outdoor show—78m.—see May 19 issue—(Technicolor)—(422)—(2-1).

EGG AND I, THE—C—Claudette Colbert, Fred MacMurray, Marjorie Main—Reissue has the names and angles—108m.—see June 2 issue—(426)—(1.85-1).

FIREMAN, SAVE MY CHILD—F—Spike Jones and the City Slickers, Buddy Hackett, Hugh O'Brian, Adele Jergens—Zany novelty has laughs and cornball humor—80m.—see May 5 issue—(421)—(1.85-1).

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½/2m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

FRANCIS JOINS THE WACS—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94½/2m.—see July 14 issue—(427)—(1.85-1).

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank)—(486).

JOHNNY DARK—ACD—Tony Curtis, Piper Laurie, Don Taylor—Names should help standard auto racing film—85m.—see June 2 issue—(Technicolor)—(424)—(2-1).

MAGNIFICENT OBSESSION—ROMD—Jane Wyman, Rock Hudson, Barbara Rush—High rating—108m.—see May 19 issue—(Technicolor)—(428)—(2-1).

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75-1).

PLAYGIRL—D—Shelly Winters, Barry Sullivan, Colleen Miller—Names should help entertaining programmer—85m.—see Apr. 21 issue—Leg.: B—(420)—(1.85-1).

TANGANYIKA—ACD—Van Heflin, Ruth Roman, Howard Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE KEYSTONE COPS—Bud Abbott, Lou Costello, Lynn Bari.

BENGAL BRIGADE—Rock Hudson, Arlene Dahl—(Technicolor)—(501).

CAPTAIN LIGHTFOOT—Rack Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).

CHIEF CRAZY HORSE—Victor Mature, Suzan Ball, John Lund—(Print by Technicolor)—(CinemaScope).

DESTINY—Audie Murphy, Marl Blanchard, Larl Nelson—(Print by Technicolor).

FAR COUNTRY, THE—James Stewart, Ruth Roman, Corinne Calvet—(Technicolor)—(2-1).

FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

JUSTICE COMES TO TOMAHAWK—Lex Barker, Mara Corday, Stephen McNally—(Color).

LADY GODIVA OF COVENTRY—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

LOOTERS, THE—Rory Calhoun, Julia Adams, Thomas Gomez.

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MAN WITHOUT A STAR—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).

REVENGE OF THE CREATURE—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

RICOCHET ROMANCE—Marjorie Main, Chill Wills—(1.85-1)—(504).

SHRIKE, THE—Jose Ferrer, June Allyson, Kendall Clark.

SIGN OF THE PAGAN—Jeff Chandler, Ludmilla Tcherlina, Jack Palance—(Technicolor)—(CinemaScope).

SIX BRIDGES TO CROSS—Tony Curtis, Julia Adams, George Nader.

SMOKE SIGNAL—Dana Andrews, Piper Laurie—(Print by Technicolor).

SO THIS IS PARIS—Tony Curtis, Gene Nelson, Corinne Calvet—(Technicolor)—Leg.: B.

THIS ISLAND EARTH—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Pathecolor)—(CinemaScope).

WEST OF ZANZIBAR—Anthony Steel, Sheila Sim, Edric Connor—(Technicolor)—(Made in East Africa)—(Rank) (503).

YELLOW MOUNTAIN, THE—Lex Barker, Mala Powers—(Print by Technicolor)—(2-1).

Warners

(1952-53 releases from 201
1953-54 releases from 301)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85-1).

DIAL M FOR MURDER—MD—Ray Milland, Grace Kelly, Robert Cummings—High rating—105m.—see May 5 issue—(WarnerColor)—(327)—(1.85-1).

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).

FORCE OF ARMS—see Girl for Joe, A

GIRL FOR JOE, A (Force of Arms)—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Reissue has the names and angles—100m.—(see May 5 issue)—(325).

GUY WITH A GRIN, A (No Time for Comedy)—CD—James Stewart, Rosalind Russell, Genevieve Tobin—Names should help reissue—93m.—see May 5 issue—(326).

HIGH AND THE MIGHTY, THE—D—John Wayne, Claire Trevor, Laraine Day—High rating—147m.—see June 2 issue—(WarnerColor)—(CinemaScope)—(329).

KING RICHARD AND THE CRUSADERS—COSMD—Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).

LUCKY ME—MU—Doris Day, Robert Cummings, Phil Silvers—Pleasant comedy with music is packed with selling angles—100m.—see Apr. 21 issue—(WarnerColor)—(CinemaScope)—(324).

NO TIME FOR COMEDY—see Guy With a Grin, A

RING OF FEAR—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—182m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

THEM—SFJ—James Whitmore, Edmund Gwenn, Joan Weldon—Good science fiction meller—94m.—see Apr. 21 issue—(328)—(1.85-1).

TO BE REVIEWED OR IN PRODUCTION

- ANIMAL WORLD, THE**—Nature documentary—(WarnerColor).
- BATTLE CRY**—Aldo Ray, James Whitmore, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).
- DRUM BEAT**—Alan Ladd, Audrey Dalton, Marisa Pavan—(WarnerColor)—(CinemaScope).
- EAST OF EDEN**—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).
- HELEN OF TROY**—Rossana Podesta, Jacques Sernas, Torin Thatcher—(WarnerColor)—(CinemaScope)—(Made in Italy).
- JUMP INTO HELL**—Jacques Sernas, Kurt Kasznar, Arnold Moss.
- LAND OF THE PHAROHS**—Jack Hawkins, Luisella Bani, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).
- MISTER ROBERTS**—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).
- MOBY DICK**—Gregory Peck, Lea Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).
- SEA CHASE, THE**—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).
- SILVER CHALICE, THE**—Virginia Mayo, Paul Newman, Jack Palance, Pier Angeli—(WarnerColor)—(CinemaScope).
- STRANGE LADY IN TOWN**—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).
- TALL MAN RIDING**—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).
- TARGET ZERO**—Richard Conte, Peggie Castle.
- TRACK OF THE CAT**—Robert Mitchum, Diana Lynn, Tab Hunter, Teresa Wright—(WarnerColor)—(CinemaScope).
- YOUNG AT HEART**—Doris Day, Frank Sinatra, Ethel Barrymore—(WarnerColor).

Miscellaneous

(Distributors' addresses will be furnished on request)

- CHAMPAGNE SAFARI**—DOC—Rita Haywarth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).
- CITY STORY**—RD—Warner Anderson, Ann Daran, June Kenney—Suitable for the religious spots—44m.—see May 5 issue—(Bowers).
- DUEL IN THE SUN**—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technical)—(Selznick).
- EGYPT BY THREE**—D—Ann Stanville, Jackle Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmakers).
- FORBIDDEN WOMEN**—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).
- GARDEN OF EDEN**—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).
- HALF WAY TO HELL**—COMP.—Praduced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).
- HANSEL AND GRETEL**—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Ragier—Puppet entry is packed with selling angles—70m.—see Oct. 6 issue—(Technical)—(Myerberg).
- KARAMOJA**—DOC—Interesting Travel Film—Native Karajans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).
- KILL HIM FOR ME**—MD—Arturo de Cardava, Leticia Palma, Raman Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).
- LONELY NIGHT, THE**—DOC—Marian Seldes, Charles W. Moffett—Well made clinical study for the art houses—68m.—see Apr. 7 issue—(Mayer-Kingsley).
- MUSSOLINI AND HIS LAST MISTRESS**—DOC—Dated documentary can be exploited—64m.—see Apr. 7 issue—(Unian).
- OUR BIBLE—HOW IT CAME TO US**—DOC—For the religious spots—90m.—see May 19 issue—(American Bible Society).
- OUT OF THIS WORLD**—TRAV—Interesting color tour of Tibet—75m.—see May 5 issue—(Made in Tibet)—(Color)—(Kupferman).
- PRIVATE HELL 36**—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue (Filmakers).
- SAVAGE WORLD**—TRAV—Good survey of African life and nature—64m.—see June 2 issue—(Made in Africa)—(Baker-Brill).
- UNCONQUERED, THE**—DOC—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margalies).
- UNCOVER GIRLS**—BUR—Gilda, Lean DeVae, Mae Blandel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).
- VANISHING PRAIRIE, THE**—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technical)—(Buena Vista-Disney).
- VARIETEASE**—BUR—Lilli St. Cyr, Cass Franklin, Manica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).
- WORLD WITHOUT END**—DOC—Interesting documentary has limited scope—56 1/2m.—see May 19 issue—(Made in Mexico and Siam)—(United Natlans).

Foreign-Made

(Distributors' addresses will be furnished on request)

- ADVENTURE IN ODESSA**—D—Mikhail Kuznetsov, V. Dobrovolsky, E. Samailov—Routine Saviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Savcolor)—(Artkina).
- ANA-TA-HAN (DEVIL'S PITCHFORK, THE)**—AD—Akemi Negishi, Suganuma, Sawamura—Import has plenty of exploitation angles—90m.—see May 19 issue—(Japanese-made)—(English narration)—(Arias).
- ANGELIKA**—D—Maria Schell, Dieter Barsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).
- ASCENT TO HEAVEN**—CD—Lilia Prada, Esteban Marquez, Carmen Ganzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).
- ATTACK FROM THE SEA**—HISD—I. Pereverzev, G. Yudin, V. Druzhnikov—War film is suitable for the Russian spots—88m.—see May 19 issue—(Magical)—(Russian-made)—(English titles)—(Artkina).
- BALLET CONCERT**—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galina Ulavava, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue—(Russian-made)—(Artkina).
- BAREFOOT BATTALION**—D—Maria Casti, Nicas Femas, Vassilias Frangadakis—Realistic offering may appeal to art or Greek spots—89m.—see June 16 issue—(Greek-made)—(English titles)—(Brandt).
- BRIDE WITH A DOWRY**—CD—Vera Vasilieva, Vladimir Ushakov, V. Darafeyev—Routine Saviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Savcolor)—(Artkina).
- CAROLINE CHERIE**—CD—Martine Carol, Jacques Dacqmine, Marie Dea—Daring French import has the angles—115m.—see June 16 issue—(Technical)—(French-made)—(English titles)—(Davis).
- CASPIAN STORY**—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian-made)—(Color)—(Artkina).
- CITY OF VIOLENCE**—MD—Maria Montez, Alan Curtis, Massima Serata—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).
- CONQUEST OF CONSTANTINOPLE, THE**—HISD—Nabar Terziyan, Edvare Yeretzyan—Dreary historical spectacle—95m.—see May 5 issue—(Turkish-made)—(English titles)—(Dagu).
- CRIMSON FLOWER, THE**—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Savcolor)—(Artkina).
- DANCING WITH CRIME**—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).
- DAUGHTERS OF DESTINY**—COMP—Claudette Colbert, Michele Margan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).
- DESIRES**—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).
- DEVIL'S PITCHFORK, THE**—See ANA-TA-HAN
- DIARY OF A COUNTRY PRIEST**—D—Claude Laydu, Nicole Maurey, Andre Guibert—Import should appeal to the art houses—95m.—see Apr. 21 issue—(French-made)—(English titles)—(Brandan).
- DIRTY HANDS**—D—Pierre Brasseur, Daniel Gelin, Manique Artur—Dreary import for the art spots—100m.—see June 16 issue—(French-made)—(English titles)—(MacDonald).
- DREAMS OF LOVE**—8IDMU—Pierre-Richard Willm, Mila Parely, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).
- EDGE OF DIVORCE**—D—Valerie Hobson, Philip Friend, Norman Waaland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).
- FLAMENCO**—MU—Antonio, Pilar Lopez, Maria Luz—Interesting native dance concert for the art and Spanish spots—77m.—see June 16 issue—(Color)—(Spanish-made)—(English titles)—(Lewis).
- FRENCH TOUCH, THE**—C—Fernandel, Renee Devillers, Arlette Pairier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).
- GOOD BEGINNING, THE**—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).
- HAPPY CHILDHOOD**—DOC—Saviet propaganda entry has limited appeal—38m.—see May 19 issue—(Magical)—(Russian-made)—(English narration)—(Artkina).
- INSPECTOR GENERAL, THE**—C—Y. Tolubeyev, A. Georgiyevskaya, T. Nasava—Okeh import for the art and Russian spots—128m.—see June 16 issue—(Savcolor)—(Russian-made)—(English titles)—(Artkina).
- ISN'T LIFE WONDERFUL**—see Uncle Willie's Bicycle Shop.
- IT HAPPENED IN IRELAND**—C—Harry O'Donovan, Paddy Mare, Harry Jameson—Weak comedy for the Irish spots—68m.—see June 2 issue—(Irish-made)—(Ragers-Unger).
- JOHN WESLEY**—8ID—Leonard Sachs, Gerald Lahan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).
- KETO AND KOTE**—CMU—M. Dzharipidze, V. Kraveishvili, P. Amiranashvili—Mediocre Saviet import—87m.—see Apr. 21 issue—(Russian-made)—(English titles)—(Artkina).

- KHAMISHIA—FIVE TALES FROM ISRAEL**—COMP—Sharon Aran, Shoshana Ravid, Avraham Tene—Competent Israeli import for the art spots—110m.—see May 19 issue—(Israeli-made)—(English dialogue)—(Israeli-American).
- KINGDOM ON THE WATERS, A**—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian-made)—(Color)—(English narration)—(Artkina).
- LE PLAISIR**—COMP—Claude Dauphin, Gaby Marlay, Danielle Darrieux—Satisfactory for the art houses—90m.—see June 2 issue—Leg.: C—(French-made)—(English titles)—(Mayer-Kingsley).
- LEO TOLSTOY**—DOC—Interesting documentary for the art and Russian houses—43m.—see Apr. 7 issue—(Russian-made)—(English narration)—(Artkina).
- LOVERS, HAPPY LOVERS**—C—Gerard Philipe, Valerie Hobson, Jean Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).
- LOVERS OF TOLEDO, THE**—D—Alida Valli, Pedro Armendariz, Francaise Arnoul—Minor import for the art houses—75m.—see Apr. 21 issue—(French-Italian-made)—(English dialogue)—(Hakim).
- MEN ARE CHILDREN TWICE**—CDMU—Mervyn Johns, Clifford Evans, Maureen Swanson—Pleasing import for the art spots—74m.—see Apr. 7 issue—(English-made)—(Stratford).
- MISTRESS, THE**—D—Vera Pashennaya, Mikhoil Zharov, N. Shamin—Soviet import is okeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkina).
- MOMENT OF TRUTH, THE**—D—Michele Margan, Jean Gabin, Walter Chiari—Names should help at the art houses—87m.—see May 19 issue—(French-made)—(English titles)—(Arlan).
- MR. HULOT'S HOLIDAY**—C—Jacques Tati, Nathalie Pascaud, Michelle Rolla—Moderate comedy for the art spots—85m.—see June 16 issue—(French-made)—(English dialogue)—(G-B-D International).
- ON THE BANKS OF THE VOLGA**—DOC—Routine documentary for the Russian spots—39m.—see May 5 issue—(Magical)—(Russian-made)—(English narration)—(Artkina).
- PARIS INCIDENT**—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenat—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).
- PICKWICK PAPERS, THE**—CD—James Hayter, James Dand, Kathleen Harrison—Good for the art and class spots—109m.—see May 5 issue—(English-made)—(Mayer-Kingsley).
- QUEEN IN AUSTRALIA, THE**—DOC—Satisfactory for the art houses—50m.—see June 16 issue—(Ferranacal)—(Australian-made)—(Australian News and Information Bureau).
- QUEEN'S ROYAL TOUR, THE**—DOC—Interesting documentary for the art spots—68 1/2m.—see Apr. 7 issue—(Eastman Color)—(Print by Technical)—(English-made)—(Stratford).
- RED INN, THE**—CMD—Fernandel, Lud Germain, Francois Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).
- RIMSKY-KORSAKOV**—BIDMU—Grigori Belav, Nikolai Cherkassov, A. Barisav—Good musical biography for the art and Russian spots—85m.—see Apr. 7 issue—(Savcolor)—(Russian-made)—(English titles)—(Artkina).
- SCOTCH ON THE ROCKS**—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).
- SIDE STREET STORY**—D—Tota, Eduarda De Filippo, Leda Glaria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).
- SINS OF PARIS**—D—Madeleine Lebeau, Henri Vilbert, Yves Furet—Good import for the art and exploitation houses—91m.—see May 5 issue—(French-made)—(English titles)—(Arlan).
- SKANDERBEG**—HISD—Akaki Khrova, Besa Imani, Adive Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkina).
- SPELL OF IRELAND, THE**—TRAV—Okeh for Irish audiences—77m.—see May 19 issue—(Color)—(16mm. only)—(Celtic).
- STARS OF THE RUSSIAN BALLET**—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkina).
- STRATFORD ADVENTURE, THE**—DOC—Alec Guinness, Tyrone Guthrie, Irene Warth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).
- STREETWALKER, THE**—D—Richard Burtan, Richard Greene, Kathleen Harrison—Slow moving British import for the art houses—82m.—see Apr. 7 issue—(English-made)—(Brenner).
- SUNDERIN (THE STORY OF A SINNER)**—D—Hildegard Neff, Gustave Froehlich, Anne Bruck—Far the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).
- UGETSU**—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).
- UNCLE WILLIE'S BICYCLE SHOP (Isn't Life Wonderful)**—C—Cecil Parker, Eileen Herlie, Donald Wolfitt—Pleasing English import for the art spots—80m.—see May 5 issue—(Technical)—(English-made)—(Stratford).
- WELCOME THE QUEEN**—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3833, 3834, 3835 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES ALL-STAR (6)					
6411	(Sept. 10)	Oh Say Can You Sue (Clyde)	F	16m.	3622
6412	(Oct. 29)	A-Hunting They Did Go (Quillan-Vernon)	F	16 1/2m	3656
6413	(Nov. 26)	Down the Hatch (Mimmo)	F	17 1/2m	3673
6414	(Jan. 7)	Doggie in the Bedroom (Quillan-Vernon)	F	16 1/2m	3706
6415	(May 13)	Toating Taaters (Clyde)	F	17m.	3773
6416	(June 17)	Two April Fools (Clyde)	F	16 1/2m	3798
(1954-55) (6)					
7411	(Sept. 30)	The Fire Chaser (Besser)			
ASSORTED FAVORITE REPRINTS (6)					
6421	(Sept. 17)	Wife Decay (Herbert)	F	17m.	3614
6422	(Oct. 22)	Silly Billy (Burke)	F	18m.	3630
6423	(Dec. 17)	Strife of the Party (Vague)	G	16m.	3645
6424	(Feb. 11)	Oh, Baby! (Herbert)	F	18 1/2m	3699
6425	(Mar. 11)	Two Nuts in a Rut (Schilling-Lane)	F	18m.	3706
6426	(Apr. 29)	She Snoops to Conquer (Vague)	F	17 1/2m	3730
(1954-55) (6)					
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
COMEDY FAVORITE RE-RELEASES (6)					
6431	(Oct. 15)	Half Shot At Sunrise	F	16m.	3630
6432	(Nov. 12)	Meet Mr. Mischief	G	17 1/2m	3638
6433	(Jan. 14)	Love at First Fright	F	16m.	3682
6434	(Feb. 25)	Get Along Little Hubby	F	19m.	3722
6435	(Mar. 4)	Slappily Married	F	16 1/2m	3706
6436	(July 8)	Fiddling Around	G	17 1/2m	3788
(1954-55) (6)					
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)			
7432	(Nov. 18)	Rolling Down to Reno (von Zell)			
SERIALS (4)					
6120	(Sept. 17)	The Great Adventures of Captain Kidd	G	15ep.	3615
6140	(Dec. 31)	Jungle Raiders (Reissue)	G	15ep.	3645
6160	(Apr. 15)	Gunfighters of the Northwest	F	15ep.	3739
6180	(July 29)	8atman (Reissue)	G	15ep.	3779
(1954-55) (4)					
7120	(Nov. 11)	Riding With Buffalo Bill.			
THE THREE STOOGES (8)					
6401	(Sept. 3)	Rip, Sew and Stitch	F	17m.	3630
6402	(Oct. 8)	Bubble Trouble	F	16 1/2m	3630
6403	(Dec. 3)	Goof on the Roof	F	16 1/2m	3673
6404	(Feb. 4)	Income Tax Sappy	F	16 1/2m	3706
6405	(Mar. 18)	Spoaks (2-D)	G	15 1/2m	3706
6406	(Apr. 15)	Pardon My Backfire (2-D)	E	16m.	3730
6407	(May 13)	Musty Musketeers	F	16m.	3758
6408	(June 3)	Pals and Gals	G	17m.	3773
(1954-55) (8)					
7401	(Sept. 2)	Knutzy Knights	G	17 1/2m	3841
7402	(Oct. 7)	Shat In The Frontier			
7403	(Nov. 4)	Scotched in Scotland			
THE THREE STOOGES (3-D) One Reel					
6440	(Aug. 15)	Pardon My Backfire	E	16m.	3614
CANDID MICROPHONES (5)					
6551	(Sept. 10)	No. 1	F	10m.	3631
6552	(Dec. 10)	No. 2	F	9 1/2m	3676
6553	(Feb. 18)	No. 3	G	10m.	3723
6554	(Mar. 18)	No. 4	F	10m.	3758
6555	(June 24)	No. 5	G	10m.	3806
(1954-55) (Reissues)					
7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
COLOR FAVORITES (15) (Technicolor) (Reissues)					
6601	(Sept. 24)	Carnival Courage	F	7m.	3615
6602	(Oct. 8)	Fiesta Time	G	7 1/2m	3631
6603	(Nov. 5)	Room and Bored	G	7 1/2m	3639
6604	(Nov. 26)	A Boy, A Gun And Birds	F	7m.	3639
6605	(Dec. 17)	Skeleton Frolic	F	7m.	3657
6606	(Jan. 7)	Tree For Two	G	7 1/2m	3683

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6607	(Feb. 11)	Way Down Yonder in the Corn	G	7 1/2m.	3683
6608	(Feb. 28)	Dag, Cat, and Canary	F	6m.	3707
6609	(Mar. 31)	The Egg Yegg	F	7 1/2m.	3707
6610	(May 13)	The Way of All Pests	G	7m.	3731
6611	(May 27)	Amazin But Confoozin	F	8m.	3730
6612	(June 17)	A Cat, a Mouse, and a Bell	G	7m.	3747
6613	(June 24)	The Disillusioned Bluebird	B	7m.	3750
6614	(July 8)	Mr. Moocher	F	7m.	3783
6615	(July 22)	The Herring Murder Mystery	F	7m.	3783
(1954-55) (15)					
7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	A Hunting We Won't Go			
7604	(Nov. 25)	Gifts From the Air			
MR. MAGOO (3) (Technicolor)					
6701	(Nov. 19)	Magoo Slept Here	G	7m.	3657
6702	(Mar. 11)	Magoo Goes Skiing	G	7m.	3722
6703	(July 1)	Kangaroo Courting	G	7m.	3798
MR. MAGOO SPECIAL (Technicolor) (CinemaScope)					
(.....)		When Magoo Flew	E	7m.	3857
(1954-55) MUSICAL SPECIAL (1)					
7999	(Sept. 2)	Autumn in Rome	G	8m.	3843
SCREEN SNAPSHOTS (10) (Series 33)					
6851	(Sept. 17)	Hollywood Stuntmen	G	10 1/2m.	3631
6852	(Oct. 22)	Hollywood Laugh Parade	G	10m.	3657
6853	(Nov. 19)	Men of the West	G	10m.	3676
6854	(Dec. 24)	Hollywood's Great Entertainers	F	10 1/2m.	3707
6855	(Jan. 2)	Memories in Uniform	F	10 1/2m.	3715
6856	(Feb. 25)	Hollywood Stars to Remember	G	10m.	3720
6857	(Mar. 25)	Hollywood Goes to Mexico	F	10 1/2m.	3723
6858	(May 6)	Hula From Hollywood	F	10m.	3758
6859	(June 10)	Hollywood's Invisible Man	F	9m.	3843
6860	(July 15)	Hollywood Grows Up	G	10 1/2m.	3843
(1954-55) (10)					
7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade			
7853	(Nov. 18)	Hollywood Cowboy Stars			
THRILLS OF MUSIC (6) (Reissues)					
6951	(Sept. 24)	George Towne and Orch.	F	10m.	3616
6952	(Nov. 26)	Boyd Raeburn and Orch.	G	10m.	3639
6953	(Dec. 24)	Claude Thornhill and Orch.	G	10m.	3646
6954	(Feb. 4)	Machito and Orch.	G	10m.	3699
6955	(Apr. 1)	Charlie Barnett and Orch.	G	10 1/2m.	3731
6956	(June 3)	Skitch Henderson and Orch.	G	10m.	3767
(1954-55)					
7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.			
TOPNOTCHERS (2)					
6901	(Apr. 15)	Canine Crimebusters	G	10m.	3758
6902	(May 27)	Push Back the Edge	G	10m.	3774
UPA ASSORTED CARTOONS (4) (Technicolor)					
6501	(Jan. 14)	Bringing Up Mother	E	7m.	3707
6502	(Feb. 11)	Ballet-Oop	E	7 1/2m.	3706
6503	(Apr. 8)	The Man on the Flying Trapeze	G	7m.	3758
6504	(June 17)	Fudget's Budget	E	7m.	3773
(1954-55) (4)					
7501	(Sept. 9)	How Now Boing Boing	E	7 1/2m.	3842
UPA CARTOON SPECIAL (2)					
6509	(Sept. 24)	A Unicorn In The Garden	E	7m.	3631
6510	(Dec. 17)	The Tell Tale Heart	E	8m.	3631
WORLD OF SPORTS (10)					
6801	(Sept. 24)	Assault and Mat-tery	F	10m.	3631
6802	(Oct. 15)	Hockey Thrills And Spills	F	9 1/2m.	3657
6803	(Nov. 12)	Snow Speedsters	F	10 1/2m.	3683
6804	(Dec. 17)	Battling Big Fish	F	11m.	3707
6805	(Feb. 18)	Gauchos Down Uruguay Way	G	10m.	3723
6806	(Mar. 25)	Tee Magic	G	10m.	3723
6807	(Apr. 22)	Racquet Wizards	F	9m.	3758
6808	(May 20)	World Soccer Champions	F	10m.	3774
6809	(June 24)	Diving Cavalcade	F	9m.	3806
6810	(Aug. 12)	Target Tricksters	G	9m.	3844
(1954-55) (10)					
7801	(Sept. 16)	Argentine Athletes			
7802	(Oct. 14)	Hunting Thrills			
7803	(Nov. 11)	Skiing the Andes			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)					
W-531	(Sept. 5)	Just Ducky (T-J)	F	7m.	3615
W-532	(Sept. 26)	Half Pint Palomino (8B)	G	7m.	3639
W-533	(Oct. 17)	Two Little Indians (T-J)	G	7m.	3623
W-534	(Nov. 21)	Life With Tam (T-J)	G	8m.	3639
W-535	(Dec. 26)	The Three Little Pups	E	7m.	3646
W-536	(Jan. 23)	Puppy Tale (T-J)	G	7m.	3657
W-537	(Jan. 30)	Posse Cat (T-J)	F	7m.	3691
W-538	(Feb. 20)	Drag-A-Long Droopy	G	8m.	3682
W-539	(Mar. 20)	The Impossible Possum	F	7m.	3707
W-540	(Apr. 17)	Hic-Cup Pup (T-J)	F	6m.	3730
W-541	(May 8)	Billy Boy	E	6m.	3739
W-542	(May 29)	Little School Mouse (T-J)	F	7m.	3750
W-543	(June 19)	Sleepytyme Squirrel	F	7m.	3798
W-544	(July 10)	Hamesteader Draapy	G	7m.	3758
W-545	(July 31)	Bird-Brain Bird Dog	F	7m.	3798
W-546	(Aug. 14)	Baby Butch (T-J)	F	7m.	3798
(1954-55) (16)					
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus	G	7m.	3842
W-639	(Nov. 13)	Downhearted Duckling			
W-640	(Dec. 4)	Dixieland Droopy			
CINEMASCOPE MUSICAL GEMS (5) (Technicolor)					
K-571	(Jan. 15)	Overture to the Merry Wives of Windsor	G	8 1/2m.	3673
K-572	(Mar. 19)	Poet and Peasant	G	9m.	3715
K-573	(June 25)	The Jubilee Overture	E	9 1/2m.	3767
K-574	(Sept. 1)	The Thieving Magpie	G	9m.	3806
K-575	(Nov. 22)	The Strauss Fantasy	G	9m.	3831
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-511	(Oct. 17)	Seeing Spain	G	8m.	3640
T-512	(Nov. 28)	In The Valley Of The Rhine	G	9m.	3667
T-513	(Dec. 26)	Looking at Lisbon	F	9m.	3683
T-514	(Feb. 13)	Glimpses of Western Germany	F	9m.	3715
(1954-55) (6) (Reissues)					
T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8 1/2m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro			
(.....)	(Dec. 26)	Glazier Park and Waterton Lakes			
(.....)		Mexican Police on Parade			
(.....)		Mighty Niagara			
GOLD MEDAL REPRINT CARTOONS (8)					
W-561	(Oct. 3)	Swing Shift Cinderella	G	8m.	3616
W-562	(Nov. 7)	Springtime for Thomas (T-J)	G	8m.	3622
W-563	(Dec. 5)	The Bear That Couldn't Sleep	G	9m.	3631
W-564	(Dec. 19)	Northwest Hounded Palice	G	8m.	3666
W-565	(Jan. 9)	Milky Waif (T-J)	G	7m.	3646
W-566	(Feb. 6)	Uncle Tom's Cabana	G	8m.	3683
W-567	(Mar. 6)	Trap Happy (T-J)	G	7m.	3699
W-568	(Apr. 3)	Solid Serenade (T-J)	F	7m.	3707
(1954-55) (8)					
W-661	(Oct. 30)	Cat Fishin' (T-J)	F	7m.	3842
(.....)		Cat Concerto (T-J)			
MUSICAL SPECIAL (1) Capriccio Italian					
S-551	(Sept. 12)	It Would Serve 'Em Right	G	10m.	3623
S-552	(Oct. 10)	This Is A Living?	G	9m.	3623
S-553	(Nov. 7)	Landlording It	G	9m.	3623
S-554	(Dec. 5)	Things We Can Do Without	G	9m.	3639
S-555	(Jan. 2)	Film Antics	G	8m.	3623
S-556	(Feb. 6)	Ain't It Aggravatin'	G	8m.	3657
S-557	(Mar. 13)	Fish Tales (Technicolor)	G	8m.	3715
S-558	(Apr. 10)	Do Someone a Favor	F	8 1/2m.	3707
S-559	(May 8)	Out For Fun	G	10m.	3715

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CASPER CARTOONS (6) (Technicolor)					
B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner			
GRANTLAND RICE SPORTLIGHTS (12)					
R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides..			
HEADLINER CHAMPIONS (6) (Reissues)					
A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger.....	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843
HERMAN AND CATNIP CARTOONS () (Technicolor)					
H14-1	(Nov. 26)	Rail-Rodents			
NOVELTOONS (6) (Technicolor)					
P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
PACEMAKERS (6)					
K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
POPEYE CARTOONS () (Technicolor)					
E14-1	(Nov. 12)	Private Eye Popeye			
E14-2	(Dec. 10)	Gopher Spinach			
TOPPERS ()					
M14-1	(Nov. 19)	The Nerve of Some People			
RKO					
Three Reel					
WALT DISNEY REISSUE (1)					
43601	(Feb. 19)	Pecos Bill	G	25m.	3682
Two Reel					
EDGAR KENNEDY REISSUES (6)					
43501	(Aug. 7)	Unlucky Dog	G	15m.	3614
43502	(Aug. 21)	Trouble Or Nothing	F	18m.	3614
43503	(Sept. 4)	Wall Street Blues	F	17m.	3614
43504	(Sept. 18)	Motor Maniacs	F	18m.	3614
43505	(Oct. 2)	Do Or Diet	F	18m.	3614
43506	(Oct. 16)	Heading For Trouble	G	18m.	3614
(1954-55) (6)					
53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse.....			
53505	(Dec. 3)	Brother Knows Best			
53506	(Dec. 17)	Home Canning			
LEON ERROL REISSUES (6)					
43701	(July 31)	Gem Jams	F	18m.	3614
43702	(Aug. 14)	He Forgot To Remember...F		17m.	3614
43703	(Aug. 28)	Birthday Blues	F	17m.	3614
43704	(Sept. 11)	Let's Go Stepping	G	17m.	3614
43705	(Sept. 25)	It Shouldn't Happen To A Dog	G	18m.	3614
43706	(Oct. 9)	Maid Trouble	G	18m.	3614
(1954-55) (6)					
53701	(Oct. 1)	Oh Professor Behave.....	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away.....	F	20m.	3841
53703	(Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands			
53705	(Nov. 26)	I'll Take Milk			
53706	(Dec. 10)	Follow That Blonde			
RAY WHITLEY REISSUES (2)					
43401	(Aug. 21)	A Western Welcome	G	18m.	3615
43402	(Sept. 18)	Rhythm Wranglers	F	19m.	3615
(1954-55) (2)					
53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads...G		18m.	3842
SPECIALS (4)					
43101	(Oct. 2)	Shark Killers	G	15m.	3603
43102	(Oct. 30)	This Is Little League	G	15m.	3666
43103	(Dec. 18)	The Magic Streetcar	F	20m.	3682
43104	(Mar. 26)	Taming the Crippler.....	E	16m.	3766
(1954-55) (8)					
53101	(Oct. 8)	The Iron Fence	G	19m.	3857
SPORT SPECIALS (2)					
43901	(Dec. 11)	Football Headliners	G	15m.	3706
43801	(Apr. 16)	Basketball Headliners	F	15m.	3747
(1954-55) (2)					
53901	(Dec. 10)	Football Highlights			
COLOR SPECIALS (1)					
43001	(Aug. 14)	Holiday Island (Pathecolor)	G	15m.	3584

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TRUE-LIFE ADVENTURES (2) (Technicolor)					
43301	(Aug. 14)	Prowlers Of The Everglades	G	32m.	3602
MY PAL REISSUES (2)					
43201	(Aug. 7)	My Pal	G	22m.	3615
43202	(Sept. 4)	Pal's Adventure	F	20m.	3615
(1954-55) (2)					
53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842
One Reel SCREENLINERS (13)					
44201	(Sept. 18)	Running The Red Blockade	G	8m.	3639
44202	(Oct. 16)	Herring Hunt	G	10m.	3646
44203	(Nov. 13)	Laughs of Yesterday.....	G	8m.	3666
44204	(Dec. 11)	Ocean to Ocean	G	8m.	3683
44205	(Jan. 8)	Report on Kashmir	G	10m.	3707
44206	(Feb. 5)	Fire Fighters	G	8m.	3715
44207	(Mar. 5)	Golden Gate	G	8m.	3758
44208	(Apr. 2)	Mission Ship	G	11m.	3758
44209	(Apr. 30)	Black Power	G	9m.	3767
44210	(May 28)	Untroubled Border	G	8m.	3774
44211	(June 25)	Long Time Na See.....	G	8m.	3806
44212	(July 23)	Riding The Wind.....	G	8m.	3812
44213	(Aug. 20)	The Big Port	G	8m.	3831
(1954-55) (13)					
54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets			
SPORTSCOPES (13)					
44301	(Sept. 4)	Ben Hogan	G	8m.	3616
44302	(Oct. 2)	Bat Boy	G	8m.	3603
44303	(Oct. 30)	Best In Show	G	8m.	3640
44304	(Nov. 27)	Wild Birds Winging	F	8m.	3667
44305	(Dec. 25)	Summer Schussboomers...F		8m.	3683
44306	(Jan. 22)	Railbird's Album	G	8m.	3707
44307	(Feb. 19)	Golfing With Demaret...G		8m.	3715
44308	(Mar. 19)	Dog Scents	G	8m.	3767
44309	(Apr. 16)	International Road Race..G		8m.	3774
44310	(May 14)	Leather and Lather.....	G	8m.	3774
44311	(June 11)	Desert Anglers	G	8m.	3774
44312	(July 9)	Hot Rod Galahads.....	F	8m.	3806
44313	(Aug. 8)	Water Ski Marathon.....	G	8m.	3812
(1954-55) (13)					
54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games ..G		8m.	3857
54303	(Oct. 29)	Willie Mays			
54304	(Nov. 26)	Canadian Stampede			
54305	(Dec. 24)	Game Warden			
54306	(Jan. 21)	Alley Time			
3-D COLOR SPECIAL					
44401	(Sept. 18)	Motor Rhythm	G	8m.	3623
44901	(Nov. 13)	Working for Peanuts.....G		7m.	3639
COLOR SPECIAL					
44501	(Sept. 18)	Motor Rhythm	G	8m.	3623
WALT DISNEY CARTOONS (12) (Technicolor)					
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
44101	(Oct. 2)	Football (Now and Then)...F		7m.	3639
44102	(Oct. 23)	Rugged Bear (D)	F	6m.	3616
44103	(Nov. 13)	Working For Peanuts (2-D)	G	7m.	3639
44104	(Dec. 4)	Haw To Sleep	F	7m.	3666
44105	(Dec. 25)	Canvasback Duck	G	7m.	3666
44106	(Jan. 15)	Spare The Rod	G	7m.	3683
44107	(Mar. 5)	Donald's Diary	F	7m.	3758
44108	(Apr. 7)	The Lone Chipmunks.....	G	7m.	3766
44109	(May 21)	Pigs Is Pigs	E	10m.	3774
44110	(June 18)	Casey Bats Again.....	G	8m.	3773
44111	(July 16)	Dragon Around	F	7m.	3773
44112	(Aug. 13)	Grin And Bear It.....	G	7m.	3798
(1954-55) (18)					
54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)			
WALT DISNEY MARQUEE MUSICALS (6) (Technicolor)					
44001	(Apr. 23)	Two for the Record (Benny Goodman)	E	8m.	3758
44002	(May 21)	Johnny Fedora and Alice Blue Bonnet (Andrews Sisters)	E	8m.	3758
44003	(June 18)	The Martins and the Coys (King's Men)	G	8m.	3774
44004	(July 16)	Casey at the Bat (Jerry Colonna)	G	9m.	3798
44005	(Aug. 13)	Little Toot (Andrews Sisters)	G	9m.	3812
44006	(Sept. 17)	Once Upon a Wintertime (Frances Langford)	G	9m.	3811
MICKY MOUSE BIRTHDAY CARTOON REISSUES (6) (Technicolor)					
44801	(Aug. 14)	Mickey's Birthday Party..G		8m.	3615
44802	(Aug. 21)	The Pointer	E	8m.	3615
44803	(Aug. 28)	Tiger Trouble	G	7m.	3616
44804	(Sept. 4)	The Nifty Nineties	E	7m.	3615
44805	(Sept. 11)	Mr. Mouse Takes A Trip G		8m.	3615
44806	(Sept. 18)	The Whalers	E	8m.	3616

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ADVENTURES IN MUSIC CARTOONS (Technicolor)					
44601	(June 12)	Melody (3-D)	E	10m.	3542
44701	(June 12)	Melody (2-D)	E	10m.	3542
Republic					
SERIALS (4)					
5481	(July 19)	Man With the Steel Whip F		12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
One Reel					
THIS WORLD OF OURS (6) (Trucolor)					
5385	(Aug. 1)	Ireland		9m.	
20th Century-Fox					
CINEMASCOPE SPECIALS (Technicolor)					
7401	(Nov.)	The Coronation Parade...G		7 1/2m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four..G		6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette G		10m.	3758
7411	(May)	Motion Picture Stunt Pilot G		17m.	3773
7412	(June)	Stephen Foster Medley.....			
7413	(June)	Valley Of The Nile.....			
7415	(Apr.)	Roger Wagner Chorale...E		8m.	3739
7416	(Apr.)	New Harizans	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypsa Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
		(.....) Tuna Fishing			
		(.....) American Railroads			
		(.....) Orient Express			
One Reel					
SEE IT HAPPEN (6)					
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isle Of Destiny	F	9m.	3857
SPORTS (6)					
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
TERRYTOONS (26) (Technicolor)					
5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax..F		7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy... F		7m.	3699
5411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7	

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Universal-International					
Two Reel MUSICAL FEATURETTES (13)					
9301	(Nov. 12)	Carnival in April	F	18m. 3691	
9302	(Dec. 24)	David Rose and Orch.	F	15 1/2m. 3682	
9303	(Jan. 22)	Hawaiian Nights	F	17m. 3682	
9304	(Feb. 26)	Jimmy Wakely's Jamboree	G	15 1/2m. 3713	
9305	(Apr. 23)	Rhythm and Rhyme	F	15m. 3730	
9306	(May 28)	The Four Aces Sing	G	15m. 3766	
9307	(June 21)	"Tennessee Ernie" Ford and Molly Bee in Corral Cuties	G	15m. 3773	
9308	(July 26)	Birth of a Band	F	15m. 3798	
9309	(Aug. 16)	College Capers	G	16m. 3805	
9310	(Oct. 11)	Going Strong	G	14m. 3848	
9311	(Oct. 25)	Leave It To Harry			
3-D MUSICAL FEATURETTES (1)					
9101	(Nov. 12)	Carnival in April	F	18m. 3691	
SPECIALS (3) (Color)					
9201	(Feb. 14)	Perils of the Forest	G	17m. 3706	
9202	(June 13)	The Hottest 500	G	16m. 3766	
One Reel COLOR PARADES (8)					
9381	(Feb. 8)	Go South Amigos	G	9m. 3683	
9382	(Mar. 1)	Royal Mid-Ocean Visit	F	10m. 3707	
9383	(Apr. 12)	Rolling in Style	G	9 1/2m. 3767	
9384	(May 10)	Fair Today	F	9 1/2m. 3806	
9385	(June 14)	Talent Scout	G	9m. 3767	
9386	(July 19)	Star Studded Ride	F	9m. 3806	
9387	(Sept. 20)	Bonus Land	F	9m. 3849	
9388	(Oct. 25)	Holiday Ahead			
VARIETY VIEWS (3)					
9341	(Nov. 16)	Byways To Broadway	G	9m. 3631	
9342	(Jan. 4)	Bow River Valley	G	9m. 3683	
9343	(Feb. 22)	Brooklyn Goes to Chicago	G	9 1/2m. 3683	
9344	(Apr. 12)	Moving Thru Space	G	9m. 3758	
9345	(July 26)	Stallions on Parade	G	9 1/2m. 3806	
9346	(Aug. 30)	Brooklyn Goes to Philadelphia	F	9m. 3849	
9347	(Sept. 27)	Dear Myrtle			
9348	(Oct. 25)	Port Of Merchants			
WALTER LANTZ CARTUNES (13) (Technicolor)					
9321	(Dec. 21)	Chilly Willy	F	6m. 3682	
9322	(Jan. 18)	Socko in Morocco	G	6m. 3691	
9323	(Feb. 15)	A Horse's Tale	G	6m. 3707	
9324	(Mar. 15)	Alley in Bali	F	6m. 3730	
9325	(May 10)	Under the Counter Spy	G	6m. 3767	
9326	(Apr. 12)	Dig That Dog	F	6m. 3730	
9327	(June 7)	Hay Rube	F	6m. 3774	
9328	(July 5)	Hot Rod Hucksters	F	6m. 3798	
9329	(Aug. 2)	Broadway Bow Wows	F	6m. 3805	
9330	(Aug. 30)	Pig in a Pickle	F	6m. 3805	
9331	(Sept. 20)	Real Gone Woody	F	6m. 3849	
9332	(Oct. 11)	Fine Feathered Frenzy	F	6m. 3849	
9333	(Oct. 25)	Convict Concerto	F	6m. 3849	
WOODY WOODPECKER REISSUES (6) (Technicolor)					
9351	(Feb. 22)	Smoked Hams	G	6m. 3707	
9353	(Mar. 29)	Coo Coo Birds	F	6m. 3766	
9353	(Apr. 26)	Well Oiled	B	7m. 3774	
9354	(May 30)	Overture to Wm. Tell	F	6m. 3774	
9355	(June 28)	Solid Ivory	G	7m. 3774	
9356	(July 26)	Woody the Giant Killer	F	7m. 3774	
Warners					
Three Reel SPECIAL					
(Oct.)		Black Fury (WarnerColor)	E	32m. 3622	
Two Reel VISTARAMA SPECIALS (WarnerColor)					
(.....)		Valley of the Sun	F	17m. 3788	
SPECIALS (12) (Technicolor)					
1001	(Sept. 12)	Gone Fishin'	F	17m. 3603	

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1002	(Oct. 10)	Romance Of Louisiana (Reissue)	G	20m. 3622	
1003	(Nov. 7)	North of the Sahara	F	17m. 3646	
1004	(Dec. 5)	Dan't Forget to Write	F	17m. 3666	
1005	(Jan. 9)	Winter Paradise	G	17m. 3682	
1006	(Feb. 6)	Hold Your Horses	G	17m. 3706	
1007	(Mar. 6)	Monroe Doctrine (Reissue)	E	22m. 3713	
1008	(Apr. 10)	Continental Holiday	G	20m. 3757	
1009	(May 15)	Declaration of Independence (reissue)	E	18m. 3757	
1010	(July 17)	Silver Lightning	F	16m. 3798	
1011	(June 12)	Frontier Days	G	17m. 3766	
1012	(Aug. 21)	Who's Who in the Zoo	G	17m. 3811	
(1954-55) (12)					
2001	(Sept. 11)	Gay Parisian	E	20m. 3841	
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	
2003	(Nov. 6)	Mariners Ahoy			
CLASSICS OF THE SCREEN (6)					
1101	(Sept. 26)	Minstrel Days	G	20m. 3602	
1102	(Jan. 23)	They Were Champions	E	20m. 3715	
1103	(Nov. 21)	Spills For Thrills	E	18m. 3656	
1104	(Apr. 3)	This Wonderful World	E	20m. 3758	
1105	(May 29)	California Junior Symphony	G	16m. 3747	
1106	(July 31)	This Was Yesterday	E	20m. 3811	
(1954-55) (6)					
2101	(Sept. 25)	Wells Fargo Days	F	20m. 3842	
2102	(Nov. 20)	Camera Hunting			
One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)					
1301	(Sept. 12)	Old Glory	G	7m. 3603	
1302	(Oct. 17)	Walky, Talky, Hawky	G	7m. 3603	
1303	(Nov. 7)	Birth of a Nation	F	7m. 3639	
1304	(Nov. 28)	Eager Beaver	F	7m. 3639	
1305	(Dec. 26)	Scent-imental Over You	G	7m. 3639	
1306	(Feb. 6)	Of Fox And Hounds	E	7m. 3666	
1307	(Feb. 27)	Roughly Squeaking	F	7m. 3666	
1308	(Mar. 27)	Hobo Bobo	E	8m. 3699	
1309	(Apr. 24)	Gay Anties	F	7m. 3722	
1310	(June 5)	The Cat Came Back	G	7m. 3747	
1311	(July 10)	One Meat Brawl	F	7m. 3766	
1312	(July 24)	Along Came Daffy	F	7m. 3783	
1313	(Aug. 14)	Mouse Menace	G	7m. 3788	
(1954-55) (13)					
2301	(Sept. 11)	Rhapsody In Rivets	E	7m. 3842	
2302	(Oct. 16)	Inki At The Circus	F	7m. 3842	
2303	(Nov. 6)	Foxy Duckling			
2304	(Nov. 27)	The Shell-Shocked Egg			
BUGS BUNNY SPECIALS (8) (Technicolor)					
1723	(Oct. 3)	Duck, Rabbit, Duck	F	7m. 3615	
1724	(Dec. 12)	Rebot Rabbit	F	7m. 3639	
1725	(Jan. 16)	Captain Hareblower	F	7m. 3666	
1726	(Mar. 13)	Bugs and Thugs	G	7m. 3747	
1727	(May 1)	No Parking Here	F	6 1/2m. 3739	
1728	(July 24)	Bewitched Bunny	F	7m. 3812	
1729	(June 19)	Devil May Hare	F	7m. 3798	
1730	(Aug. 28)	Yankee Doodle Bugs	G	7m. 3843	
(3-D)					
1740	(.....)	Lumber Jack-Rabbit	F	7m. 3622	
(1954-55) (8)					
2723	(Nov. 13)	Lumber Jack-Rabbit			
CINEMASCOPE SPECIALS (WarnerColor)					
(.....)		Coney Island Holiday	G	8m. 3739	
(.....)		Below the Rio Grande	G	10m. 3774	
COLOR SPECIALS					
Aloha Nui (Vistarama)			E	12m. 3624	
JOE McDOAKES COMEDIES (6)					
1401	(Oct. 31)	So You Think You Can't Sleep	F	10m. 3639	
1402	(Dec. 19)	So You Want To Be An Heir	F	10m. 3657	
1403	(Jan. 30)	So You're Having Neighbor Trouble	F	11m. 3699	
1404	(Mar. 13)	So You Want to Be Your Own Boss	F	8 1/2m. 3707	
1405	(May 1)	So You Want to Go to a Night Club	F	10m. 3758	
1406	(July 3)	So You Want to Be a Banker	F	10m. 3798	
(1954-55) (6)					
2401	(Oct. 30)	So You're Taking In A Roamer	F	10m.	





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MELODY MASTER BANDS REISSUES (6)					
1801	(Oct. 3)	Desl Arnaz and Band	F	10m. 3603	
1802	(Nov. 14)	Hal Kemp and Orch.	E	10m. 3639	
1803	(Jan. 2)	Rhythm of the Rhumba	G	9m. 3666	
1804	(Feb. 27)	Songs of the Range	F	9m. 3699	
1805	(Apr. 17)	Jammin' the Blues	E	10m. 3751	
1806	(July 3)	Cavalcade of Dance	E	10m. 3767	
(1954-55) (6)					
2801	(Sept. 4)	Melody Of Youth	G	10m. 3843	
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m. 3843	
MERRIE MELODIES (22) (Technicolor)					
1701	(Sept. 5)	A Street Cat Named Sylvester	E	6 1/2m. 3603	
1702	(Sept. 19)	Zippering Along	F	7m. 3623	
1703	(Oct. 17)	Easy Peckin's	F	7m. 3631	
1704	(Oct. 31)	Catty Cornered	G	7m. 3646	
1705	(Nov. 14)	Of Rice And Hen	G	7m. 3646	
1706	(Nov. 28)	Cats A-Weigh	F	7m. 3646	
1707	(Dec. 19)	Punch Trunk	G	7m. 3673	
1708	(Jan. 2)	Dog Pounded	F	7m. 3699	
1709	(Jan. 30)	I Gopher You	G	7m. 3699	
1710	(Feb. 13)	Feline Frame-Up	G	6 1/2m. 3699	
1711	(Feb. 20)	Wild Wife	F	6 1/2m. 3699	
1712	(Feb. 27)	No Barking	F	7m. 3691	
1713	(Mar. 27)	Design for Leaving	G	7m. 3750	
1714	(Mar. 20)	The Cats Bah	G	7m. 3758	
1715	(Apr. 17)	Bell-Hoppy	G	6 1/2m. 3739	
1716	(May 8)	Dr. Jerkyl's Hide	F	7m. 3773	
1717	(May 22)	Claws For Alarm	F	7m. 3773	
1718	(June 5)	Little Boy Boo	G	7m. 3798	
1719	(June 26)	Muzzle Tough	F	7m. 3812	
1720	(July 10)	The Oily American	F	7m. 3812	
1721	(Aug. 7)	Satan's Waitin'	G	7m. 3843	
1722	(Aug. 14)	Stop, Look and Hasten	F	7m. 3843	
(1954-55) (22)					
2701	(Sept. 4)	Gone Batty	G	7m. 3842	
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	
2703	(Oct. 2)	By Word Of Mouse	F	7m.	
2704	(Oct. 16)	From A To Z-Z-Z			
2705	(Oct. 30)	Quack Shot			
2706	(Nov. 27)	My Little Duckaroo			
THE SPORTS PARADE (10) (Technicolor)					
1501	(Sept. 19)	Royal Mounties	G	10m. 3631	
1502	(Oct. 24)	Sea Sports Of Tahiti	G	10m. 3631	
1503	(Jan. 16)	Born To Ski	G	10m. 3683	
1504	(Dec. 12)	Arabians in the Rockies (Reissue)	G	10m. 3667	
1505	(Feb. 20)	When Fish Fight	G	8 1/2m. 3699	
1506	(Mar. 20)	Heart of a Champion	G	10m. 3751	
1507	(Apr. 24)	Carnival in Rio	F	10m. 3758	
1508	(June 26)	Off to the Races	F	10m. 3774	
1509	(Aug. 7)	G. I. Holiday	G	10m. 3812	
1510	(May 22)	Hunting Dogs at Work	F	10m. 3774	
(1954-55) (10)					
2501	(Sept. 18)	Circus On Ice	F	10m. 3844	
2502	(Oct. 23)	Hatteras Honkers	F	10m.	
VITAPHONE VARIETIES (7)					
1601	(Sept. 5)	Hit 'Im Again	G	10m. 3631	
1602	(Oct. 24)	Say It With Spills	G	10m. 3646	
1603	(Dec. 26)	Magic Movie Moments	F	10m. 3691	
1604	(Apr. 3)	I Remember When	E	10m. 3751	
1605	(May 8)	Thrills From the Past	E	10m. 3774	
1606	(June 19)	When Sports Were King	G	10m. 3806	
1607	(Aug. 28)	Wild Boar Hunt	G	9m. 3844	
WARNER VARIETIES (7)					
2601	(Oct. 2)	This Mechanical Age	G	10m.	
2602	(Nov. 13)	Ski Flight			
MISCELLANEOUS					
Alien Orders (COI)			F	10m. 3857	
Composers In Clay (United World)			G	22m. 3856	
Henri De Toulouse Lautrec (Pictura)			F	17m. 3856	
Lesson In Anatomy, A (IFE)			F	11m. 3849	
Lost Paradise, The (Pictura)			G	11m. 3857	
Mystery Of Leonardo, The (IFE)			F	10m.	

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPTEMBER Jungle Gents L. Gorcey, H. Hall, L. Luez Two Guns and A Badge W. Morris, B. Garland	SEPTEMBER A Bullet Is Waiting R. Calhoun, J. Simmons, S. McNally (Technicolor) The Black Dakotas G. Merrill, W. Hendrix, J. Bromfield (Technicolor) Human Desire G. Ford, G. Grahame, B. Crawford	SEPTEMBER Terror Ship W. Lundigan Silent Raiders R. Bartlett, J. Bordeaux	SEPTEMBER Betrayed C. Gable, L. Turner, V. Mature (Eastman color) (Made in Europe)	SEPTEMBER Rear Window J. Stewart, G. Kelly (Technicolor)	SEPTEMBER Every Girl Should Be Married The Window (Reissues) Africa Adventure R. C. Rurak Documentary (Color)	SEPTEMBER Tabor, The Great C. Drake, K. Booth	SEPTEMBER The Egyptian E. Purdom, V. Mature, J. Simmons, G. Tierney (Color by DeLuxe) (CinemaScope)	SEPTEMBER Suddenly F. Sinatra, S. Hayden, P. Laurie, D. Brian (Technicolor) Khyber Patrol R. Egan, D. Adams, (Color) (World) The Golden Mistress J. Agar, R. Bowe (Technicolor) (Kay-Rytick) Jesse James' Women P. Castle, J. Beutel, D. Barry (Technicolor) (Panorama)	SEPTEMBER Dawn At Sacarro R. Calhoun, P. Laurie, D. Brian (Technicolor) The Black Shield Of Falworth T. Curtis, J. Leigh (Technicolor) (CinemaScope) High And Dry P. Douglas, A. Mackenzie (English-made) (Rank)	SEPTEMBER Dragnet J. Webb, B. Alexander, A. Robinson (WarnerColor) The Bounty Hunter R. Scott, D. Dorn, M. Windsor (WarnerColor)
OCTOBER The Human Jungle G. Merrill, J. Sterling The Bob Mathias Story B. Mathias, M. Mathias, W. Bond	OCTOBER On The Waterfront M. Brando, K. Malden, E. M. Saint Three Hours To Kill D. Andrews, D. Reed (Technicolor) Miss Grant Takes Richmand (Reissue)	OCTOBER Deadly Game L. Bridges, F. Currie, S. Silva (English-made) The Unholy Four P. Goddard (English-made)	OCTOBER Rogue Cap R. Taylor, J. Leigh, G. Raff Beau Brummell S. Granger, E. Taylor (Technicolor) (Made in England) A Woman's Face Dr. Jekyll and Mr. Hyde (Reissues) Brigadaan G. Kelly, V. Johnson, C. Charisse (AnsoColor) (CinemaScope)	OCTOBER Sabrina A. Hepburn, H. Bogart, W. Holden Reap The Wild Wind (Reissue)	OCTOBER She Ware A Yellow Ribbon (Reissue) Passion C. Wilde, Y. DeCarlo (Technicolor)	OCTOBER The Outcast J. Derek, J. Evans, J. Davis (Trucolor) Raage's Bump R. Marriot, Brooklyn Dodgers	OCTOBER Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (CinemaScope) Adventures Of Haji Baba J. Derek, E. Stewart, A. Blake (Color) (CinemaScope) Waman's World C. Webb, F. MacMurray, J. Allyson, C. Wilde, V. Heflin, L. Bacall (Color by DeLuxe) (CinemaScope)	OCTOBER The Barefoot Contessa H. Bogart, A. Gardner, (Technicolor) (Figaro) Sitting Bull D. Robertson, M. Murphy, J. C. Naish (CinemaScope) (Color) (Frank) The Little Kidnappers D. Macrae, J. Anderson (English-made) (Rank) Operation Manhunt H. Townes, J. Aubuchon (Made in Canada) (Feldkamp)	OCTOBER Naked Alibi G. Grahame, S. Hayden, G. Barry	OCTOBER A Star Is Born J. Garland, J. Mason, J. Carson (Technicolor) (CinemaScope)
NOVEMBER Target Earth R. Denning, V. Grey, K. Crowley Cry Vengeance M. Stevens, M. Hyer	NOVEMBER The Black Knight A. Ladd, P. Medina (Technicolor) Fire Over Africa M. O'Hara, M. Carey (Technicolor) Cannibal Attack J. Weissmuller, J. Walsh, D. Bruce The Affairs of Messalina M. Felix, G. Marchal (Italian-made)	NOVEMBER The Siege (Italian-made) The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor) Tarzan The Ape Man Tarzan Escapes (Reissues)	NOVEMBER Athena J. Powell, D. Reynolds, V. Damone (Eastman Color) (Print by Technicolor) The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor) Tarzan The Ape Man Tarzan Escapes (Reissues)	NOVEMBER White Christmas B. Crosby, D. Kaye, R. Clooney (Technicolor) (VistaVision)	NOVEMBER Cattle Queen Of Montana B. Stanwyck, R. Reagan (Technicolor) (SuperScope) This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color)	NOVEMBER The Shanghai Story R. Roman, E. O'Brien The She-Wolf Kerima (Italian-made) (Dubbed in English)	NOVEMBER Black Widow G. Rogers, V. Heflin, G. Tierney (Color) (CinemaScope) Desiree M. Brando, J. Simmons, M. Oberon (Color) (CinemaScope) The Outlaw's Daughter B. Williams, K. Ryan (Eastman Color) Black 13 P. Reynolds, R. Anderson	NOVEMBER The White Orchid W. Lundigan, P. Castle (Color) (LeBorg) Twist Of Fate G. Rogers, J. Bergerac (Made in France) (Setton-Sloan) Shield For Murder E. O'Brien M. English (Schenck-Koch) You Know What Sailors Are A. Tamiroff, D. Sinden (Technicolor) (English-made) (Rank) Snow Creature P. Langton, L. Denison (Wildier)	NOVEMBER Four Guns To The Border R. Calhoun, C. Miller, G. Nader (Technicolor) Ricochet Romance M. Main, C. Wills Bengal Brigade R. Hudson, A. Dahl (Technicolor)	NOVEMBER Drum Beat A. Ladd, A. Dalton (WarnerColor) (CinemaScope) Track Of The Cat R. Mitchum, D. Lynn, T. Wright (WarnerColor) (CinemaScope)

FILMAKERS
Sept.—Private Hell 36—I. Lupino, S. Cochran, H. Duff

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3	10	17	25
3	9	16	25

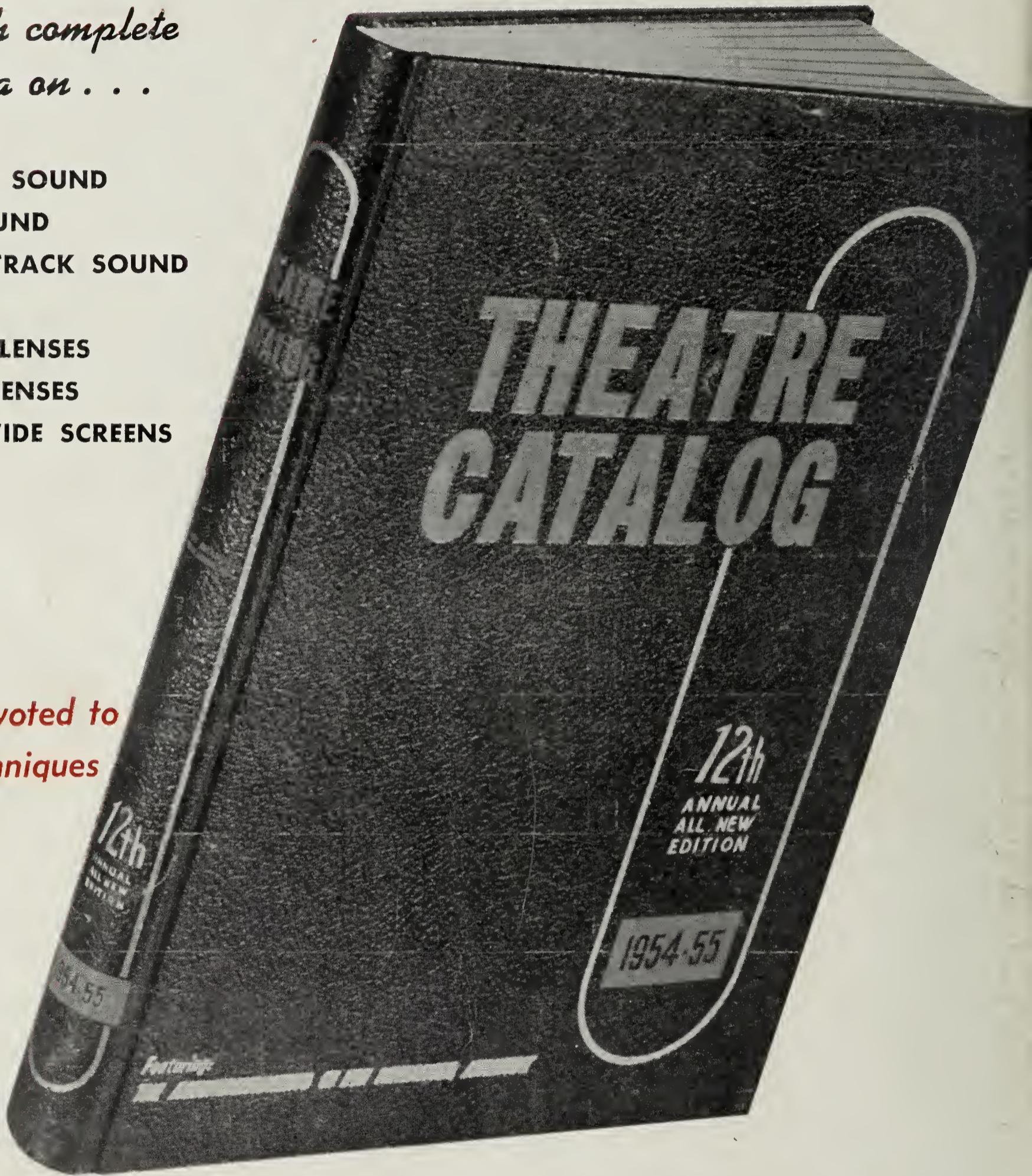
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Oct. 31—Halloween
Nov. 2—Election Day
Nov. 11—Armistice Day
Nov. 25—Thanksgiving

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